

A large, stylized logo for MAD magazine. The letters 'M', 'A', and 'D' are rendered in a bold, blocky font. The letters are filled with a vibrant blue color and outlined with a thick, bright yellow border. The 'M' and 'A' are connected, as are the 'A' and 'D'. The 'D' is a simple, rounded shape. The logo is set against a dark background, and the edges of the letters appear slightly worn or hand-painted.

# MIDNIGHT HORROR MOVIE MARATHON



MAD MAG.COM









# MAD

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- 02** A MAD Look at Movie Monsters, *MAD* #122, Oct 1968
- 04** MAD Double Features, *MAD* #259, Dec 1985
- 06** Arbor Day, *MAD* #227, Dec 1981
- 14** Rosemía's Boo-boo, *MAD* #124, Jan 1969
- 21** A Monster Gag, *MAD* #331, Oct 1994
- 22** Spy vs. Spy
- 24** The MAD Horror Primer, *MAD* #49, Sept 1959
- 28** Dastardly Dr. Bunk's MAD Monster Lab
- 30** New Movie Monsters from Madison Avenue, *MAD* #53, Mar 1960
- 33** Eccchh, Teenage Son of Thing, *MAD* #40, Jul 1958
- 35** Shartnado
- 37** The Werewolf, *MAD* #116, Jan 1968
- 38** Paltry Guise, *MAD* #237, Mar 1983
- 45** Classic Movie Scenes We'd Like to See
- 47** Wes Craven (with Apologies to Edgar Allan Poe), *MAD* #394, Jan 2000
- 50** Horror Movie Scenes We'd Like to See, *MAD* #99, Dec 1960
- 52** Psycho, Too, *MAD* #204, Jan 1984
- 56** Eerie Comparisons Between *The Wizard of Oz* and *The Blair Witch Project*, *MAD* #389, Jan 1993

**INSIDE BACK COVER** A MAD Fold-In by Johnny Sampson

**VARIOUS PLACES** Drawn Out Dramas by Sergio Aragonés

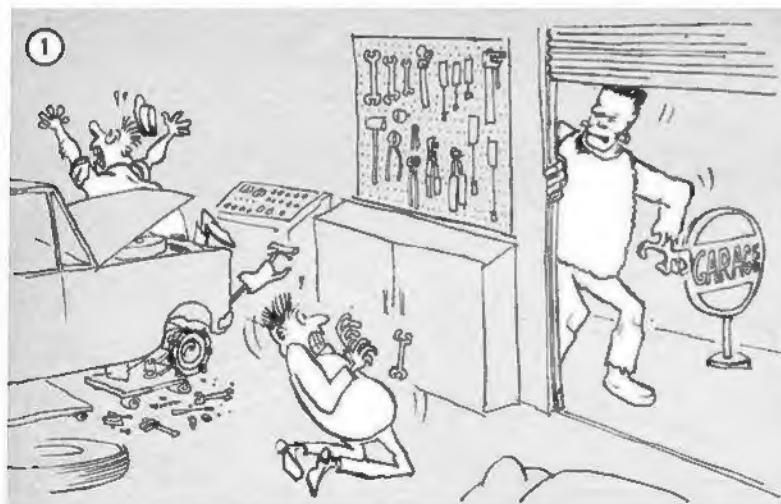
**COVER ARTIST** Bob Lizzarraga

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

GOVERNMENTS

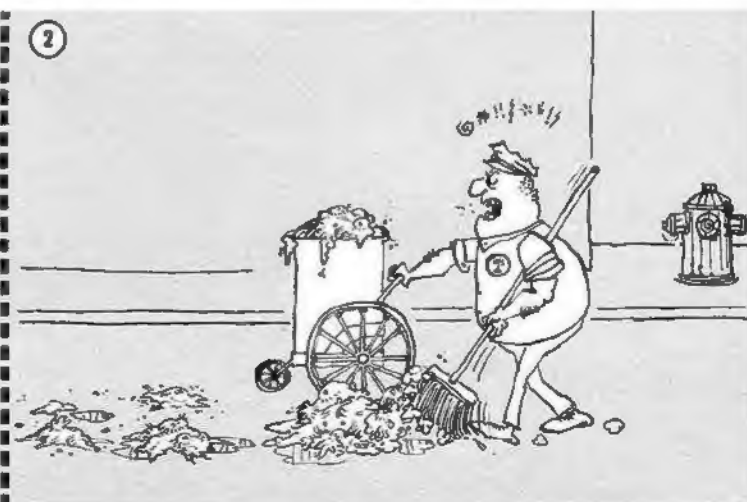
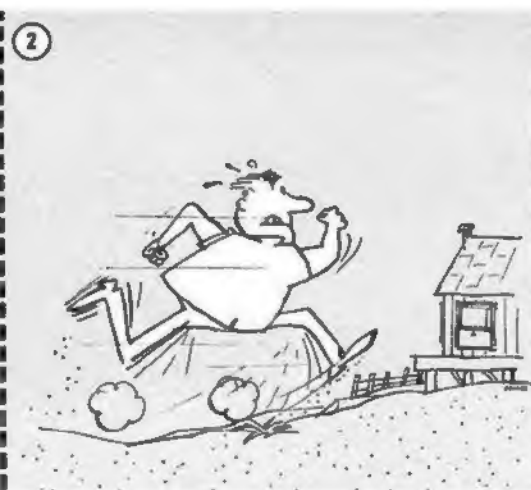
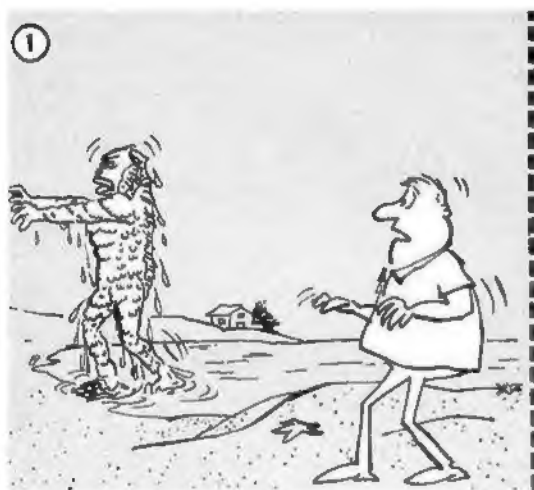


# A MAD LOOK AT



# MONSTERS

WRITER & ARTIST SERGIO ARAGONÉS







Nowadays, when a motion picture makes a lot of money, its creators immediately so weak and so far fetched that the filmmakers end up losing all of the money they combining two already existing box office successes, we can avoid having to write bucks! You'll see what we mean when you check out these...

# MAD DOUBLO

## OH, GODFATHER!



When George Burns mysteriously appears and asks grocery store manager John Denver to perform at his daughter's wedding, the grinning idiot refuses. Denver doesn't believe that Burns is the Godfather. But when heads of lettuce roll in the fruit and vegetable aisle and Denver's best customers is found sleeping with the frozen fishes, Denver starts singing a different Italian tune.

## TERMINATORS OF eNdeARMENT



When robot assassin Arnold Schwarzenegger shows up at Shirley MacLaine's fiftieth birthday party and starts murdering all of her suitors, Debra Winger decides that this is the perfect moment to announce that she is pregnant. This heartwarming, violent tearjerker offers something for the whole family.

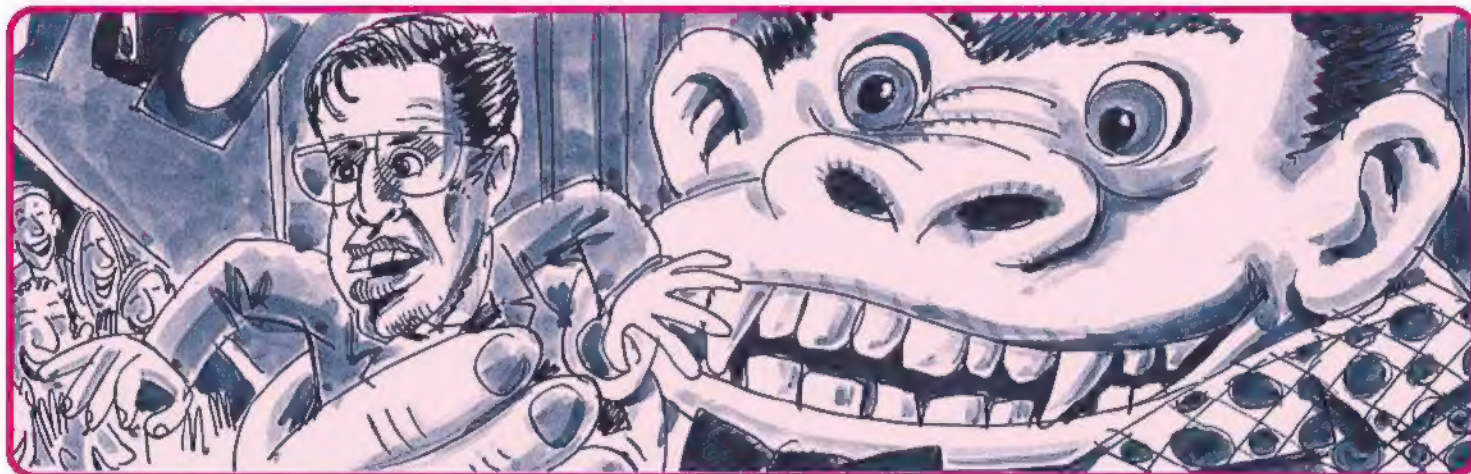


put out a sequel so they can cash in even more! But sometimes the sequel's script is made on the original! We at MAD have discovered a way to sidestep this: by simply a new script, yet create a "new" movie that is virtually guaranteed to rake in the

# e FEATURES

WRITER & ARTIST TOM HACHTMAN

## KING KONG OF COMEDY



Actor Robert DeNiro gained 800 pounds and grew hair all over his body for the demanding role of a huge stand-up comic seeking national attention. When he finds himself scheduled to appear on a famous talk show with animal trainer Joan Embury, DeNiro hatches a bizarre kidnapping plot.

## SATURDAY NIGHT OF THE LIVING DEAD FEVER



John Travolta's career literally rose from the grave when he was cast as a rotting corpse in this truly pathetic parody of Michael Jackson's "Thriller" video. Fans, like mindless zombies, rushed to see their favorite washed-up sweat hog win a dance contest. Shooting will begin on an exciting sequel to be titled *Staying Dead* as soon as Sylvester Stallone completes *Rocky IV*.





As you've probably noticed, there are a lot of horror movies around these days. The reason is, horror movies make big money! Modern horror films differ from the old *Frankenstein* and *Dracula*-type flicks because of changes in taste. Today's moviegoers are raised on TV violence seen on Saturday morning cartoons, *Monday Night Football*, and the seven o'clock news! They demand plenty of blood, graphic mutilations, and all the other yecchy stuff found in films like...

# ARBO

Hi, there, horror buffs! I'm Gore Gruesome, film maker! Before we screen my latest epic, I'd like to set the record straight! Contrary to popular belief, horror movies are not cheap to make! Hey, have you checked out the price of ketchup lately?

Man, it would be cheaper to use real blood! Many psychologists claim that horror movies are harmful...and it's true! They ARE if they bomb at the box office! Then, they're not only harmful—they're fatal! Especially if you're the producer! But now it's showtime! Sit back, relax, and enjoy this preview of my latest release, *Arbor Day*...

Okay, so *Arbor Day* doesn't exactly give you goosebumps! But all the real scary titles like *Friday The 13th*, *Prom Night*, *Easter Sunday*, *New Year's Eve*, *Halloween* and *Mother's Day* have been used!

Now, when you make a horror movie today, the idea is to gross out the audience right at the start! Kids judge horror movies by their "barf power" so you gotta get 'em to lose their popcorn early! A nice, gory chain saw slaughter always works!





# R DAY

WRITER LOU SILVERSTONE

ARTIST JACK DAVIS



Yep, a chain saw becomes an instrument of terror when you turn up the sound to a deafening pitch and show it slowly approaching a terrified girl! Then, you spatter the screen with blood and severed limbs, and the movie theater is filled with hysterical shrieks ...

... usually from the angry USHERS ... who are screaming because some idiot just barfed all over the floor ... and they're gonna have to clean it up!!

After the gory opening scene, we get to the alleged plot! A group of nubile coeds have to find some stupid reason to visit a frightening place where they can be terrorized and slaughtered! Having this scene played in the semi-nude doesn't add anything to the plot, but it'll get us an "R" rating, and we'll need that if we want the kids to come and see the movie!



Hey, gang!! It's ARBOR DAY! Let's all go into Demon Forest and plant some trees!

Forget it! If we go into those woods, WE might be what gets planted!

Ahh, you're being silly! Just because 13 girls disappeared LAST Arbor Day is no reason to act like scared children!

Oh, yeah!! Well, I'm STILL scared!!

ORIGINALLY PUBLISHED IN MAD #227, DEC. 1981



In almost every horror film, one girl is always a wimp! And she's the one you know is going to survive! That's in case any parents see the picture! They'll think it's some sort of profound message!



Next, we introduce the local lawman! He can't be too bright, or he'd figure out the whole thing in a second, and where would that leave us? It's hard enough stretching a no-plot script into two hours!

Don't worry, Wimp! We'll invite our boyfriends! We'll be too busy making out to be frightened!

Great idea! Right on!

Okay... but since I don't HAVE a boyfriend, I'll just bring my books along and study for my finals!



Sheriff, a perpetrator broke into the hardware store and removed from the premises one dozen large plastic bags... fifty feet of rope... and one chain saw!!

Shoot...! Sounds like some kids pullin' a Halloween trick!

But... Halloween was SIX MONTHS AGO!!

Is that right?! Heck, kids pay no attention t' calendars an' dumb stuff like that anyway!



Another familiar character in horror movies is the psychiatrist! He provides us with psychological insights and motivations! He also provides us with another inept authority figure the kids can laugh at!



The psychiatrist is usually played by some over-age has-been actor I can get cheap! I mean, how much work is there for an old-timer these days—outside of an occasional TV laxative commercial?

Sheriff, my name is Dr. Sigmund Shnorrer! I'm in charge of the Cuckoo Nest Mental Hospital! One of my patients, a schizo by the name of Druid Acorn, has escaped! He breaks out every Arbor Day and cuts off some limbs with an axe!

Okay, so he runs away and prunes a few trees! What's the big deal!?

He doesn't prune a few TREES! He prunes a few PEOPLE! Those limbs I'm talking about are ARMS and LEGS!



Well... no problem!! Someone broke into the hardware store, but he didn't steal an axe... so it's not your nut!!

What DID he steal?

A chain saw!

Good Lord!! He's gone automated!! We've got to find him... before it's too late!

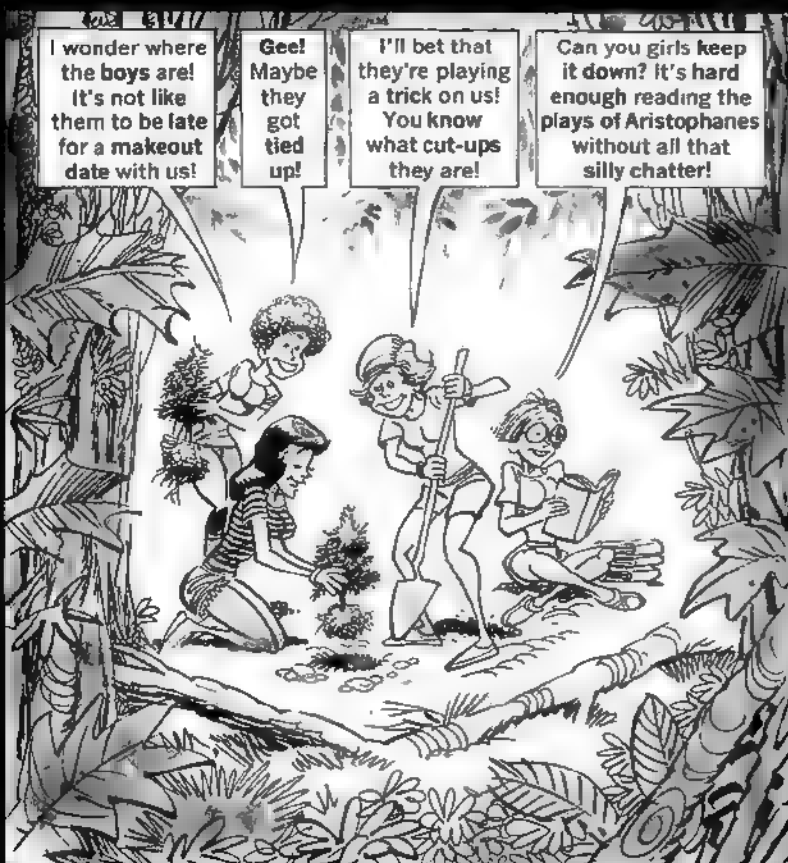




You'll notice that there's never much dialogue in horror movies, for which the audience can be grateful! I mean . . . why hire a writer to type up a bunch of dumb lines when I can do the same thing myself!



Another reason to keep the dialogue to a minimum is we use young actors who can't act! It really doesn't matter as long as the girls are pretty and sexy, the boys are handsome . . . and mainly they can all scream!



I wonder where the boys are! It's not like them to be late for a makeout date with us!

Gee! Maybe they got tied up!

I'll bet that they're playing a trick on us! You know what cut-ups they are!

Can you girls keep it down? It's hard enough reading the plays of Aristophanes without all that silly chatter!



I really don't like to complain, but producing a horror film is a real challenge! You give the audience dismemberment and mutilations . . . and still they aren't satisfied! They want more . . . more . . .



So I give 'em more . . . more . . . ! The latest successful horror movie gimmick is cannibalism, and this little offering of mine has a healthy portion of it! Hmm! I hate to think what they'll come up with next!



Oh, Sonny! You're back from the horsepistol and you brung your Ma some nice fresh meat!

Well, f'r bein' such a good boy, I'm gonna make you a nice Kidney Pie!!

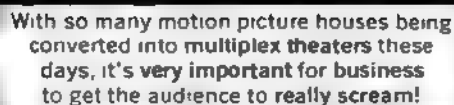


This roadside restaurant is run by Druid's mother! I'm hoping she's seen him . . . !

I'm starving . . . ! How's the food??

It's like nothing you ever tasted!



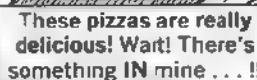


That way, the people in the other theaters will think that the audience seeing the horror movie is having a ball, and they'll want to see the movie too! Actually, the horror movie audience will be screaming in disgust . . . at vecchy stuff like this . . .



**Of course! It's Arbor Day! When Druid was a little boy, we used to celebrate Arbor Day by decorating oak trees and exchanging gifts! The oak trees were kinda special to us Acorns! Until the developers started cutting them down!**

**You might  
say . . .  
"Great  
nuts from  
little  
Acorns  
grow!"**



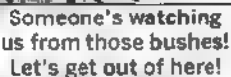
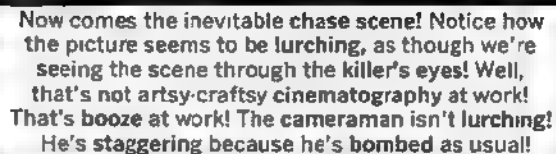
**It's a PRIZE! Like in a box of Cracker Jacks!!**

Well, I'll  
be darned!!  
It's a ring!  
It—it looks  
like a High  
School ring!

**You got all the  
luck! Shoot, I  
ain't never even  
found a pearl  
in an oyster  
in this place!**

HOME  
MADE  
CHITLINS

After grossness, my favorite gimmick in horror flicks is dumbness! Whenever idiots in horror films are confronted with danger, they must **NEVER** do the **LOGICAL** thing, like hopping in a car and getting out of there!



**Where  
can we  
go . . . ?**

**There's a cabin deeper in the woods! If we beat him there, we might be safe!!**





Another sacred rule governing all horror films is: the victims must always get themselves into some place from which escape is absolutely impossible!

This gives the audience a chance, while viewing the movie, to participate in it by shouting encouraging remarks like "Don't go down there, you dumb schmucks!"

Whoever it is has followed us here! Where can we hide?

There aren't any CLOSETS! Let's hide in the cellar!

Good idea! There's probably no other way out of there!!



Look!! He's trying to get in!!

Maybe he's just some kid working his way through college... selling magazine subscriptions...!!

We'll take **TIME** and **TV Guide**! Just sip the applications under the door!!

Meat!! Fresh meat... for Granny!



Slaughter scenes in horror movies have to be very graphic because kids today are watching TV instead of reading, and they aren't developing their imaginations! They gotta see it... or there's no kicks!

Having the electricity turned on in a deserted cabin doesn't make much sense... but who said horror films had to make sense?! Besides, it's always nice to see the killer get a murderous dose of his own medicine!



He's slipped and fallen across the work bench with that radial saw!!

Now, if I can only reach that power switch and...





So now the maniac is dead, the wimp is alive, and everybody breathes a sigh of relief because it's all over! Hah! Not by a long shot! Now we hit 'em with the shocking, cheap-shot surprise follow-up!



Now comes the pièce de résistance . . . the final shock effect . . . a spectacular touch that ties up with the Arbor Day theme! As the old lady chases our heroine into the storm, she gets crushed by a falling tree!

YOU KILLED MY BABY!! YOU KILLED MY BABY!! LOOK WHAT YOU **DID** TO HIM!!

JUST BECAUSE HE HAD A **SPLIT PERSONALITY** . . . YOU DIDN'T HAVE TO GO AND **PROVE** IT!!



Are you all right, Miss Wimp?

I'm okay, but the others are all dead! Chopped meat! It seems that Druid Acorn was supplying his Mom with meat to keep her restaurant in business so she wouldn't have to sell out to those developers!

You mean th-those pizzas we ate had . . . **GAACCK!**

No need to worry—gasp—Sheriff! At least there weren't any chemicals or preservatives in 'em—gasp! Just fresh meat—gasp! Happy Arbor Day!

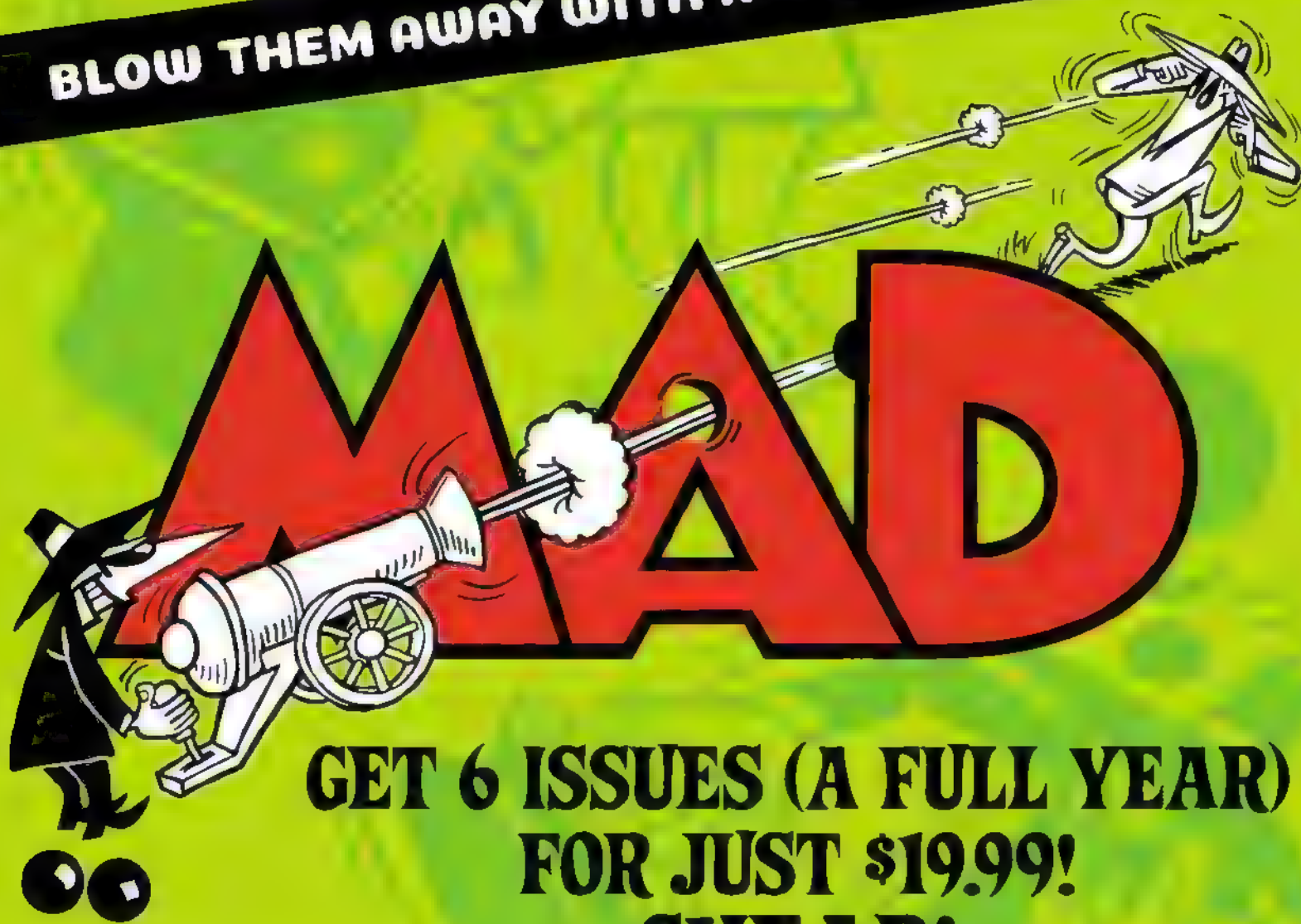
And that's it! I'd like to stay and rap, but I've got to start work on my latest horror flick! It's called *Groundhog Day* . . . and it's about a group of coeds who go into the woods to see if the groundhog comes up and sees his shadow, and there's this crazed naturalist with a machete . . . but why spoil it for you? You can all see it in your local theaters in about three weeks! In the meantime . . . Ciao!





# SHOPPING FOR YOUR BEST FRENEMY?

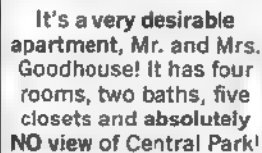
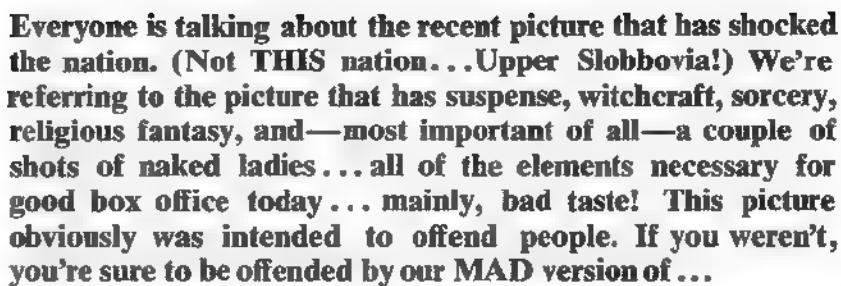
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### Why is THAT desirable??

**You don't have  
to watch the  
stabblings!**

**I love it, Sy!**  
**Let's take . . .**

EEAAH!  
YAAHH!

**What is it, Rosemia?  
Was it something you  
saw in the closet?  
Something in the walls?  
What frightened you??**

**Something I  
saw in this  
lease! The  
RENT!! It's  
\$575  
a month!**

**How can an unemployed actor afford \$575 a month for rent??**

**If you can believe the rest of this ridiculous plot, you can believe that!**

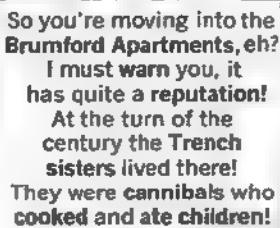
Besides,  
if we **don't**  
take the  
place,  
there's no  
**picture!!**



**You have,  
Rosemia! He's  
in ALL these  
horror movies!**

**He's eerie!!**

**ME, eerie?! Wait  
till you see the  
rest of the cast!  
Next to them,  
I'm the  
comedy relief!!**



**Then . . . Adrian Marcopolo moved in and practiced Witchcraft!**

**Then, an infant was found dead in the basement!**

**Then . . . last year  
the most horrible  
tenant of all  
lived there! He  
practiced a torture  
that was inhuman!**

What did **HE** do?

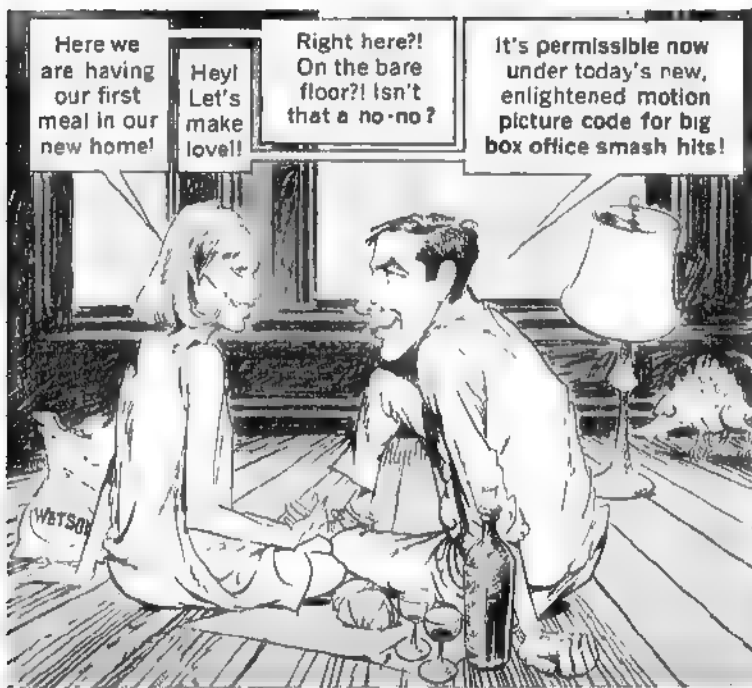
He used to play Tiny Tim records with the volume turned up full!



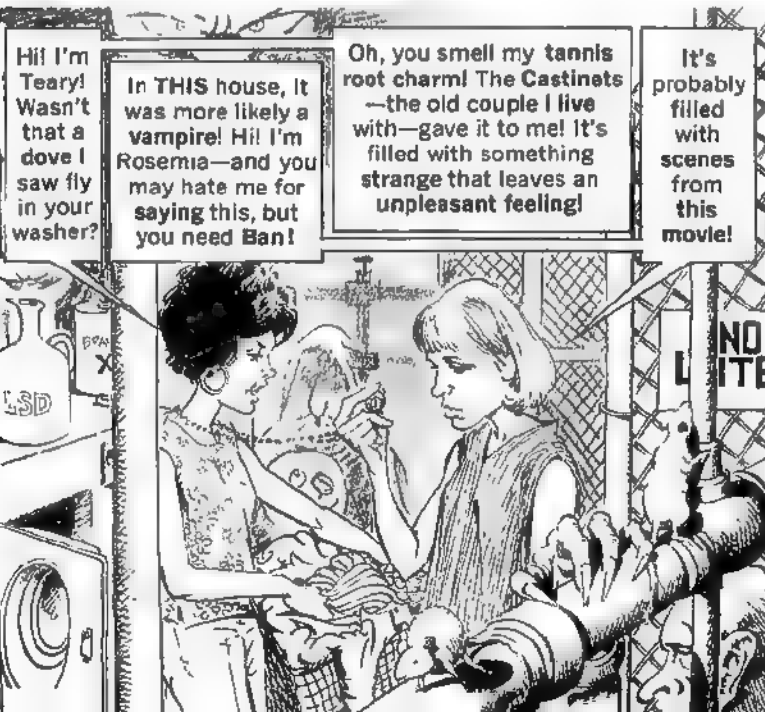


# Rosemia's Boo-boo

WRITER ARNIE KOGEN ARTIST MORT DRUCKER



ORIGINALLY PUBLISHED IN MAD #124, JAN 1969





Boy, am I in a bad mood!  
I realize it's hard to  
tell from my usual blank  
facial expression, but  
I am! I just lost a part  
to Donald Hamgut! It's  
not much of a part, but  
it's the kind of role  
that can make the critics  
sit up and take notice!

What part was it?

Sneezy  
in the  
musical  
version of  
*Snow White*  
and the  
*Seven Dwarfs*!

Glad you two  
could come to  
dinner! Have  
some more  
devil's food  
cake, Rosemia!

No, thank  
you, Millie!  
I'm already  
full on the  
devil'd  
ham!

I've been all  
over the world!  
Name a place  
and I've been  
there! Go ahead  
—name a place!

Tokyo,  
Japan!

Oslo,  
Norway!

Salem, Mass!

I've  
been  
there!

I've  
been  
there!

I was  
there—  
for the  
trials!



Hey, that  
was fun!  
Now let's  
play  
Twenty  
Questions!

No, I've got a  
better game!  
Let's play  
Ridicule  
Religion!  
I'll go first—

The  
Catholic  
Church  
is a real  
estate  
operation!

The  
Pope  
wears  
elevator  
shoes!

Bishop  
Sheen has  
a secret  
crush on  
Hayley Mills!

That kind of talk is  
going to offend the  
Church and get us  
banned by the Catholic  
Legion of Decency!!

... which is  
exactly why  
this dialogue  
was included  
in the script!

Why pick on  
the Catholic  
Church! What  
about all  
the other  
religions?

Did you ever  
hear of people  
flocking to see  
a movie that  
was banned by  
the **BUDDHIST**  
Legion of  
Decency?



Hi, hon!  
Here's  
another  
little  
present  
from us!

Oh! Millie—you've given me  
enough! I already have a charm  
filled with tannis, golashes  
lined with tannis, and a 40%  
Dacron & tannis training bra!

Yeah,  
but you  
haven't  
got a  
tannis  
racket!!

Take it,  
Rosemia!  
Now you  
can say,  
"tannis,  
anyone?"

Guess what? My rival, Donald  
Hamgut, suddenly went **BLIND**!  
That means I get the part of  
Sneezy! Gee, I feel terrible  
about getting the part this way!

Then why are you  
giggling, doing  
a tap dance, and  
opening a bottle  
of Champagne?

Well, it could  
have been worse!  
He could have  
gone **DEAF, DUMB**  
and blind!









Millie—  
Romeo—  
Great  
news!  
Rosemia's  
pregnant!

Wonderfull  
Who's your  
obstetrician?

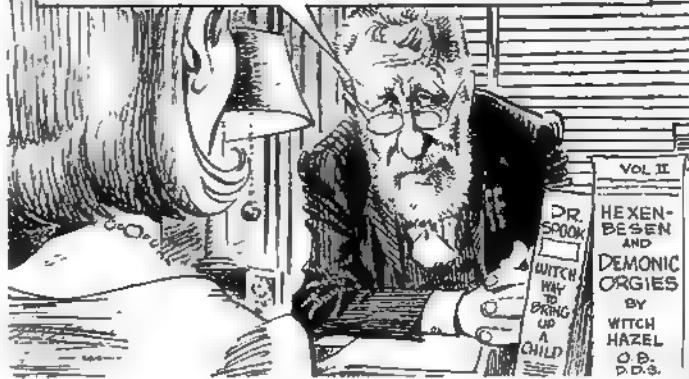
Dr. Hall!

Nonsense! You'll  
go to our friend—  
Dr. Shlepperstein!  
He's the best O.B.  
in New York! He was  
once on *Open End*!

And after that  
he was the  
official house  
obstetrician  
for *The  
Dating Game*!



Please don't read books! Every pregnancy is different!  
And don't listen to your friends, either! And no pills  
or vitamins! I'll have Millie make you a daily tonic  
of herbs and hippopotamus milk. You'll be on a diet of  
rutabaga leaves, squid ink and chopped frogs. Every  
morning, for exercise, you'll do a triple somersault  
into a vat of pot cheese, then flog yourself with the  
curds. As for the hospital, no car! We'll fly you there on  
gossamer wings! And please don't see any other doctor!  
I wouldn't want you getting into the hands of a quack!



I feel awful,  
Sy! And since  
I've been on  
this herb diet,  
I've lost a  
lot of weight!

Stop worrying!  
It's natural to  
lose weight in  
the beginning  
of a pregnancy!

Over 38  
pounds?!  
In the  
first  
two  
days??

You look  
terrible,  
Rosemia!  
Your face  
looks  
like 7  
miles of  
bad road!

Aw, you're  
just saying  
that to cheer  
me up, Hatch!  
My face hasn't  
looked THAT  
good in weeks!

I'm worried  
about you,  
Rosie! And  
that neighbor  
of yours looks  
very suspicious!

Why?  
Because  
he has  
those  
pierced  
ears?

No, because we go  
to the same barber  
shop—and the last  
time he was in,  
he asked them to  
"just trim it a little  
around the horns!"



Hello? Rosemia?  
This is Hatch!  
I followed up on  
my suspicions  
and did some  
investigating!

Meet me tomorrow at  
11 A.M. on the corner  
of Sunset and Vine!

That's 3000 miles  
away, in Los Angeles!

I know—but  
we must be  
careful! We  
can't take a  
chance of  
being seen!



Hey, I just  
saw Millie  
and Romeo  
run out of here  
screaming!  
What happened?

I wanted to  
get rid of  
them, so  
I frightened  
them away!

How  
did you  
do  
that?

The same way  
I frightened the  
rest of the nation  
the past few years  
...by appearing in  
my short hair-do!





Before Hatch was able to meet me, he was mysteriously stricken with a rare tropical disease: terminal acne!

However, before he died, he left me this book on witches with the message that "... the name is an anagram!"

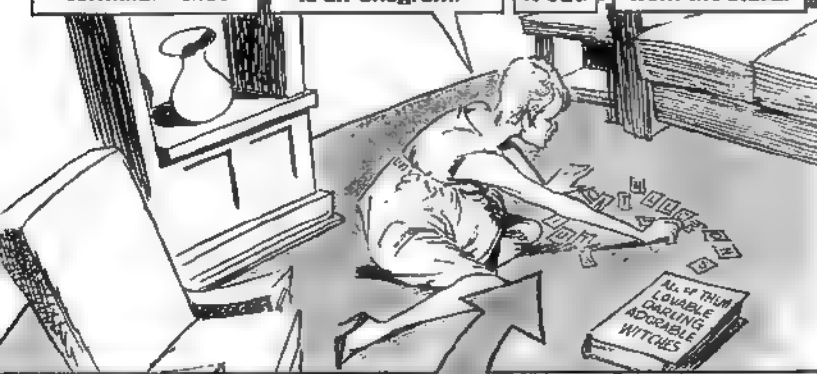
Let's see if I can figure it out!

Ah, yes... here it is! I've got it! I've finally spelled out what I've suspected from the start!!

**Kreemling!**  
You must be delicious! What are you doing?!

I just figured out Hatch's anagram! Romeo and Millie are wicked witches! I'm throwing water on them so they'll melt!

Shows you how delicious you ARE! You've even got the wrong picture!!



ACTUALLY THIS MOVIE IS INCREDIBLY DULL



That's the silliest thing I have ever heard! You really believe there's a coven of witches in your apartment house headed by Millie and Romeo Castinet? Whatever gave you that idea?

I first suspected something when I saw the words, "bubble—bubble—tail and trouble" scrawled in the elevator!

Well, if it will ease your mind, I'll send Millie and Romeo to Europe! Just remember. You have nothing to fear but fear itself!

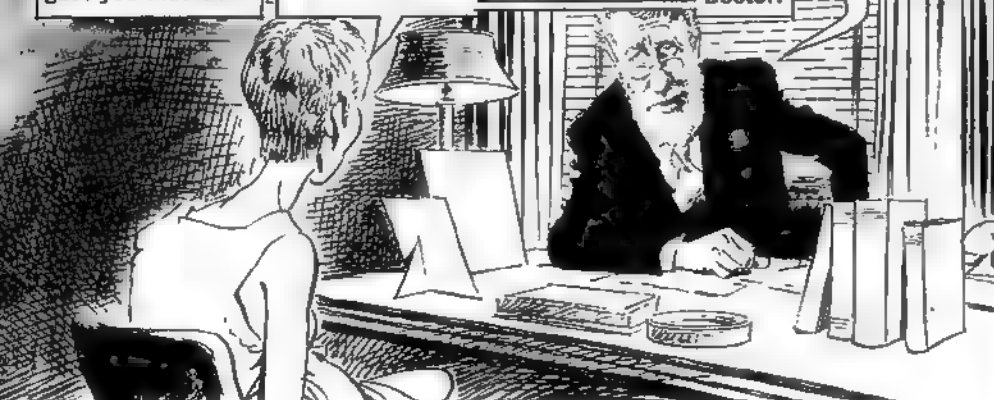
Why did you say that, Doctor?

No special reason! Just thought I'd repeat a line I had in *Sunrise at Campobello!* At least THAT role had dignity!

It's all a macabre plot to get my baby! They're all in on it—Sy, Romeo, Millie, the neighbors—even Dr. Shlepperstein!!

It wasn't only his tannis root beard spray that tipped me off! It was the way he performed this last internal examination...

With a PITCH FORK!?



Dr. Hall—I must see you! Yes—I've been seeing Dr. Shlepperstein, but he turned out to be a witch doctor! As in a doctor of actual witches! And he's after me, now! In fact, I think that's him standing outside this booth...

Alfred Hatchplot! I thought you only made cameo appearances in your OWN pictures!

This is no cameo appearance! I'm spying... studying all of Putonsky's mistakes—so I can avoid making them in MY next horror suspense movie!

...and they hold Sabbaths and play flutes and chant and they've been feeding me herbs and roots... and they're ALL WITCHES! Do you believe me, Dr. Hall?

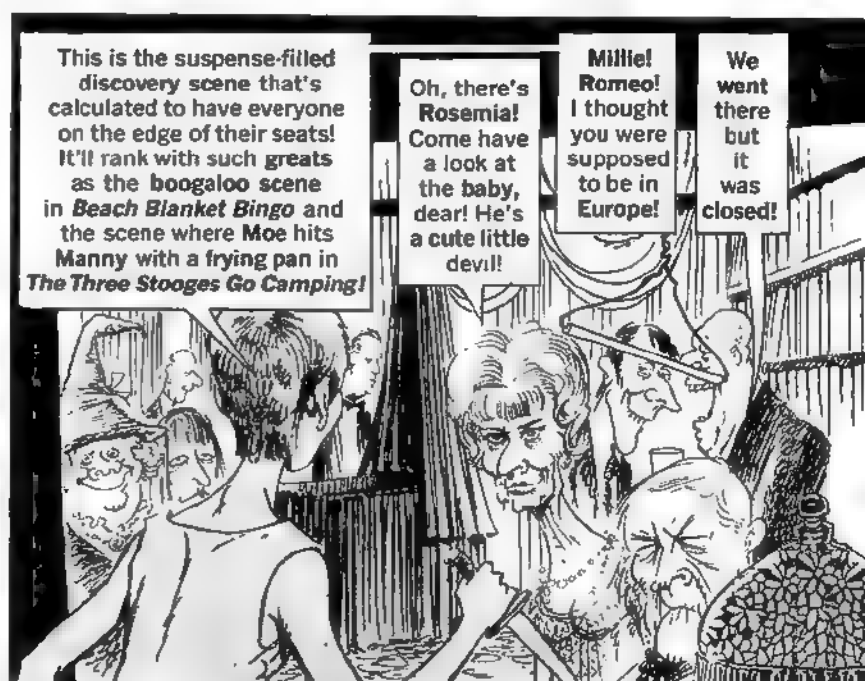
Of course I do! And I also believe that Harold Stassen will be President someday! Take her away, men!

Why did you turn me in? What did I ever do to you?

You appeared in *A Dandy in Aspic!* I'll never forgive you for that performance!!









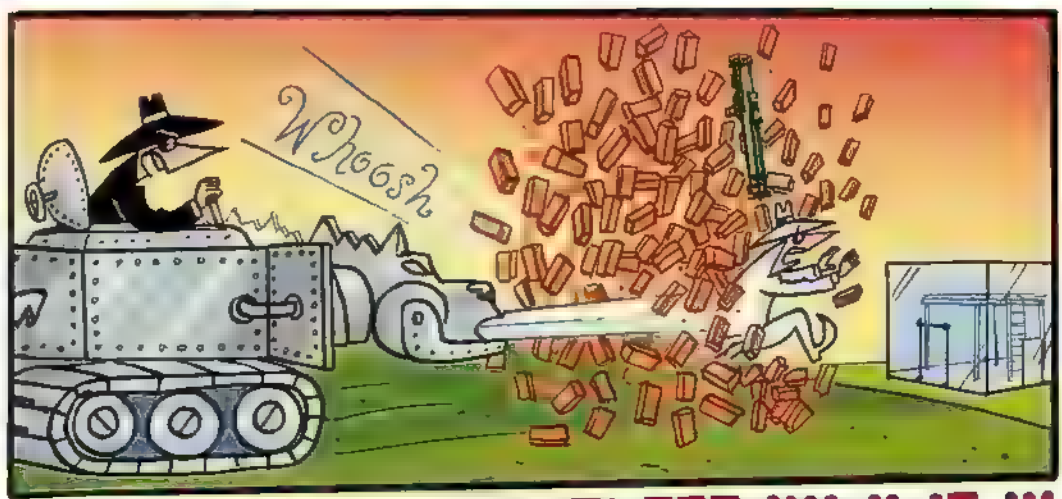
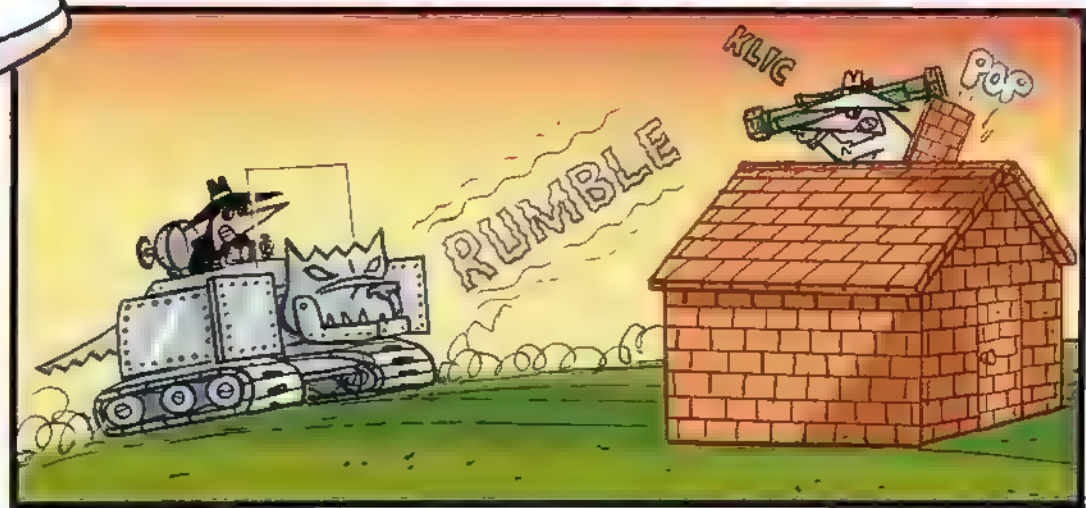
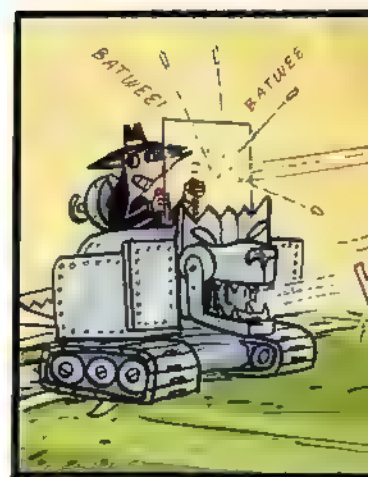
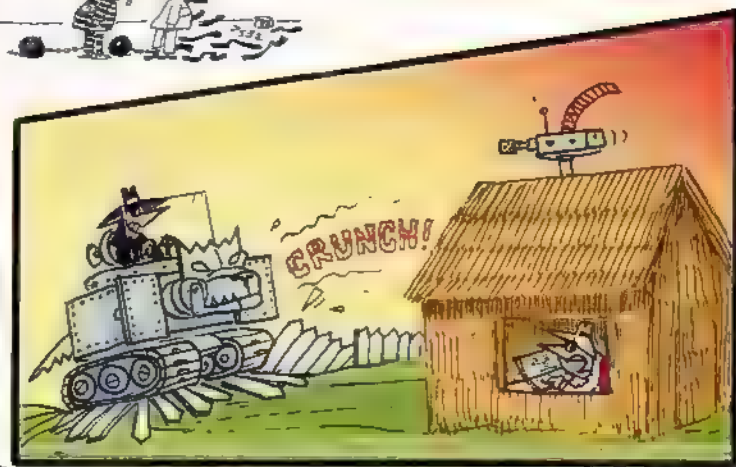
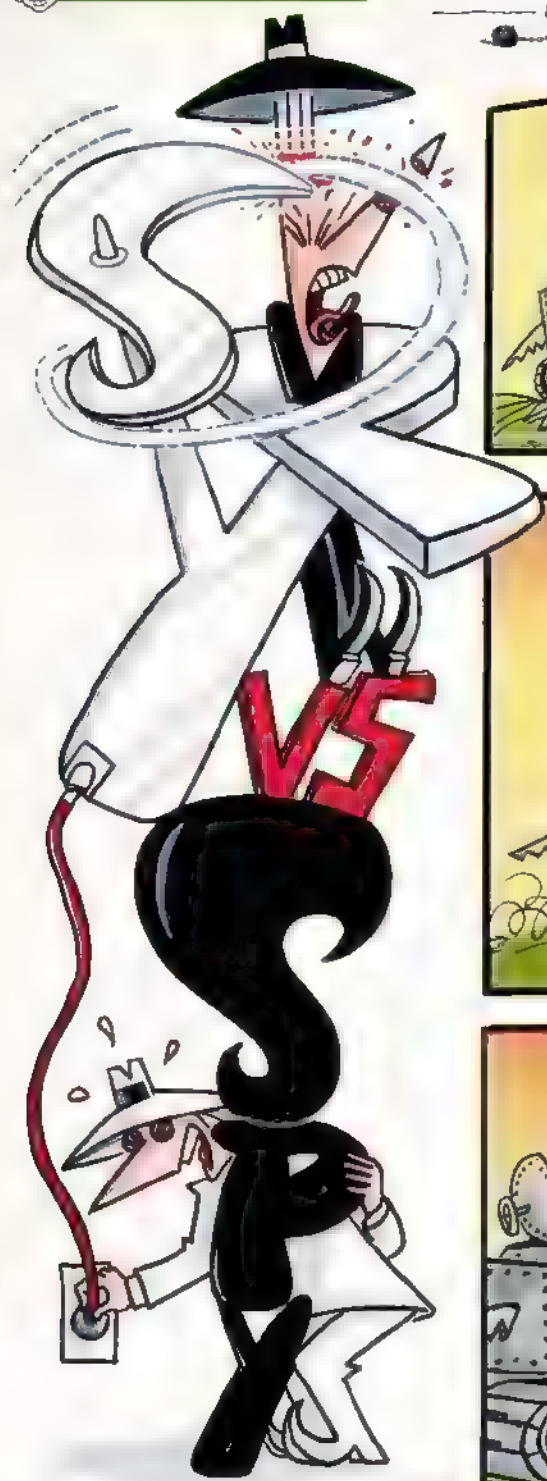
# A MONSTER GAG



ORIGINALLY PUBLISHED IN MIND #331, OCT 1984

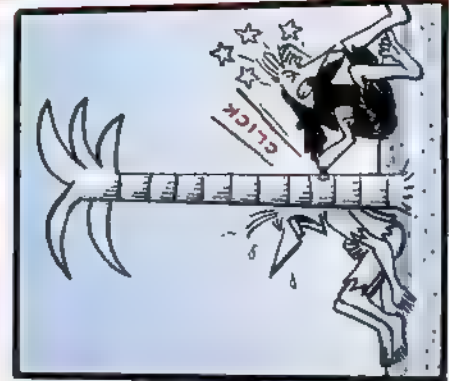
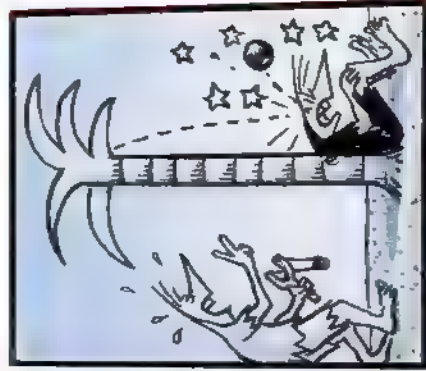


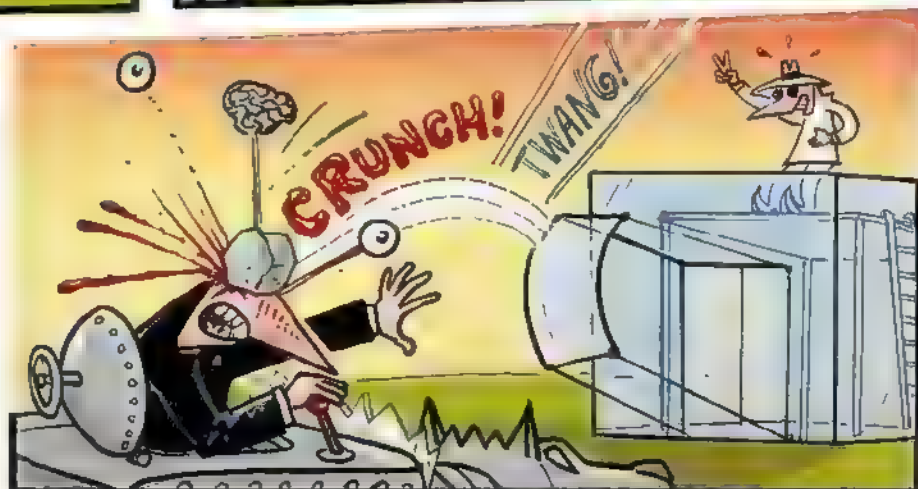
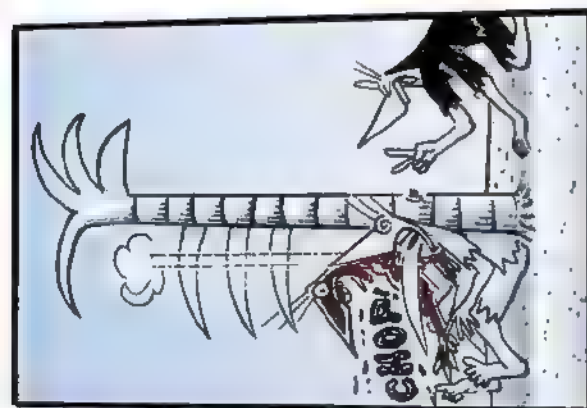
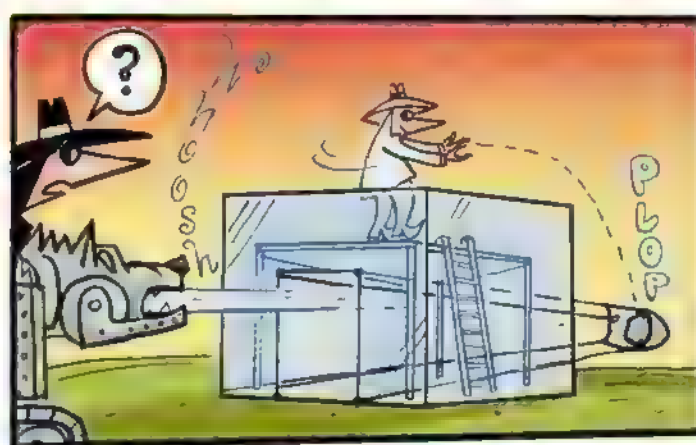
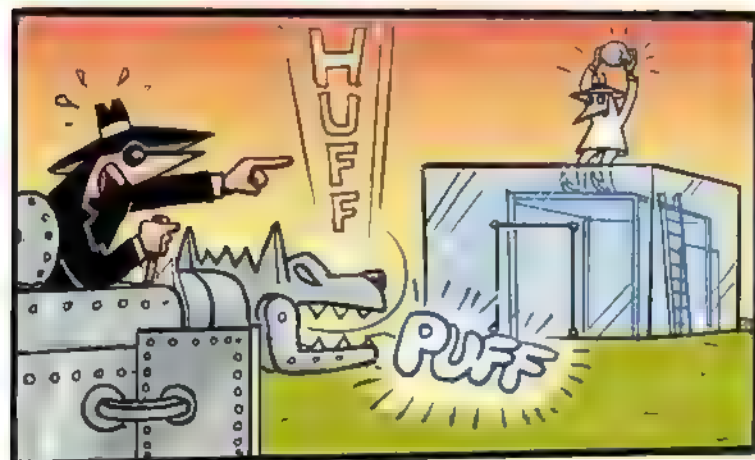
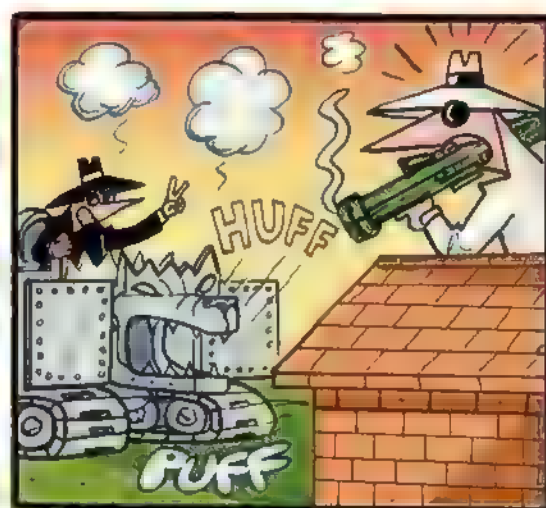
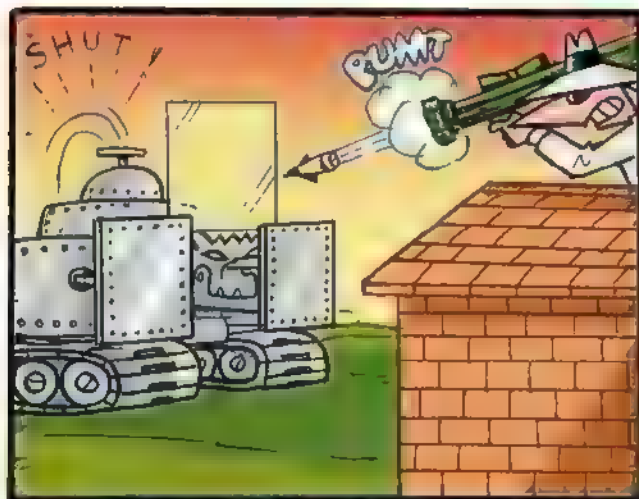
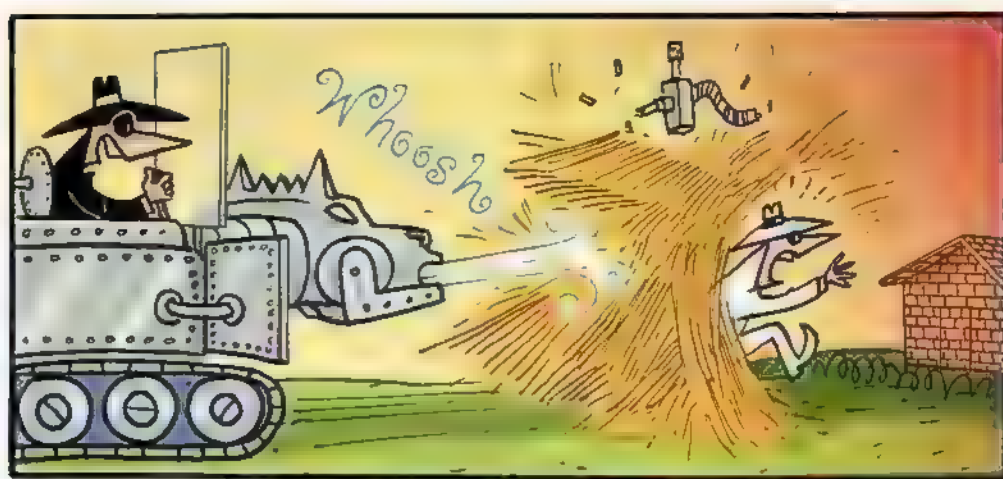
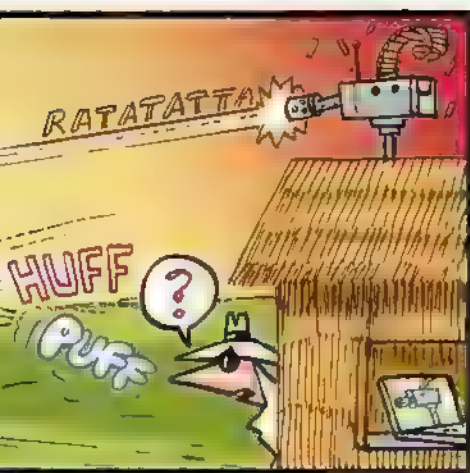




KUPER

KAS vs KAS









Some time ago (MAD #41), we voiced concern over the dullness of elementary school readers, and presented an up-to-date MAD PRIMER. Now, even the MAD PRIMER is outdated! The single most important thing in the lives of youngsters today is watching horror movies! So, in order to help educate our early grade school kids properly in "horror movie appreciation," we feel schools should offer as required reading...

# THE MAD HORROR PRIMER

WRITER LARRY KIRKEL ARTIST WALLY WOOD

## LESSON 1.

See the man.  
He is a doctor.  
He is mixing formulas.  
Mix, mix, mix.  
He is also transplanting brains.  
Transplant, transplant, transplant.  
The doctor is building a monster.  
The doctor will make a lot of money  
with his monster.  
The doctor will save this money.  
Soon, the doctor will be able to afford  
to go to medical school.

## LESSON 2.

See the awful monster.  
See the bolts in his head.  
See how he kills people.  
Kill, kill, kill.  
The monster likes to kill.  
Poor, poor monster.  
The monster is sick.  
Sick, sick, sick.  
He wants to be cured.  
The doctor cannot cure the monster.  
The monster does not belong to Blue Cross.



# My First Scary Reader

twisted little thoughts  
for warped little minds

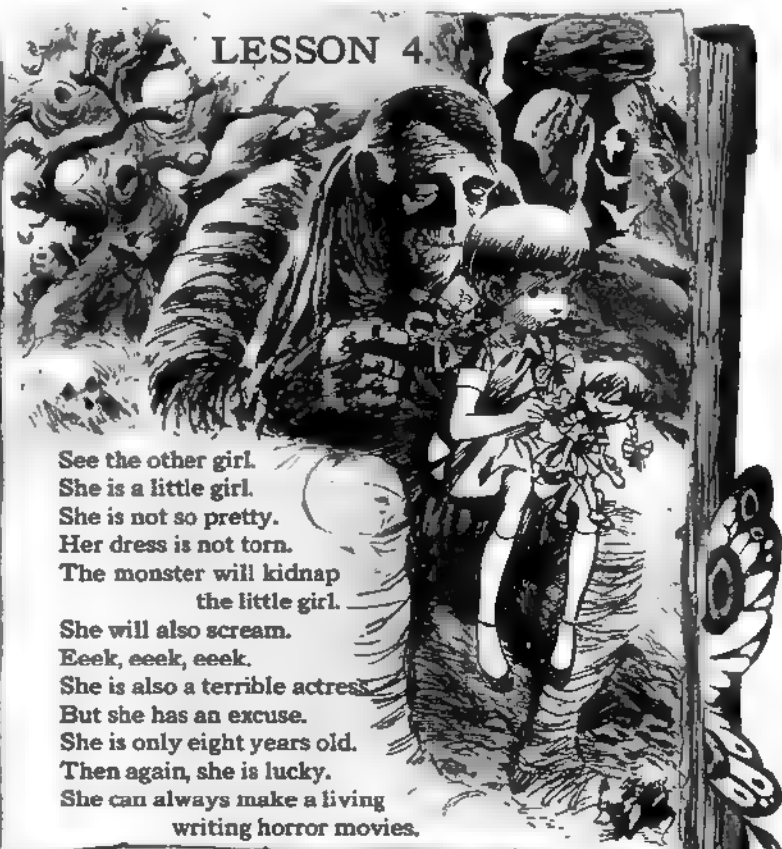
by five leading experts in Hollywood horror  
movies.. Karloff, Carradine, Lorre  
Chaney and Freed

## LESSON 3.



This is a girl.  
As if you couldn't tell.  
See how her dress is torn.  
See how pretty she is.  
Pant, pant, pant.  
Listen to her scream.  
Eeek, eeek, eeek.  
The doctor loves the girl.  
The monster loves the girl.  
The director hates the girl.  
She is a terrible actress.  
Even the monster is more articulate.

## LESSON 4.



See the other girl.  
She is a little girl.  
She is not so pretty.  
Her dress is not torn.  
The monster will kidnap  
the little girl.  
She will also scream.  
Eeek, eeek, eeek.  
She is also a terrible actress.  
But she has an excuse.  
She is only eight years old.  
Then again, she is lucky.  
She can always make a living  
writing horror movies.



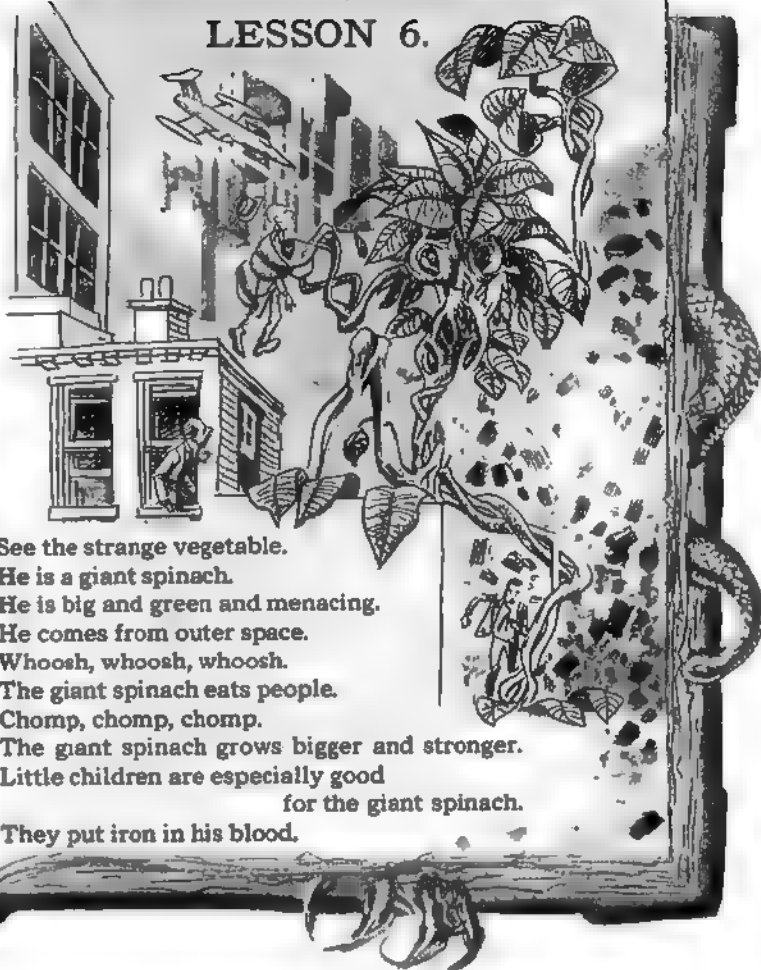
## LESSON 5.

See the other man.  
He is the doctor's assistant.  
He is holding a brain bottle.  
The brain bottle is empty.  
See the assistant run with the brain bottle.  
He is running to the drug store.  
Run, assistant, run.  
Why is the assistant running with  
the empty brain bottle?  
Because it is a deposit brain bottle.



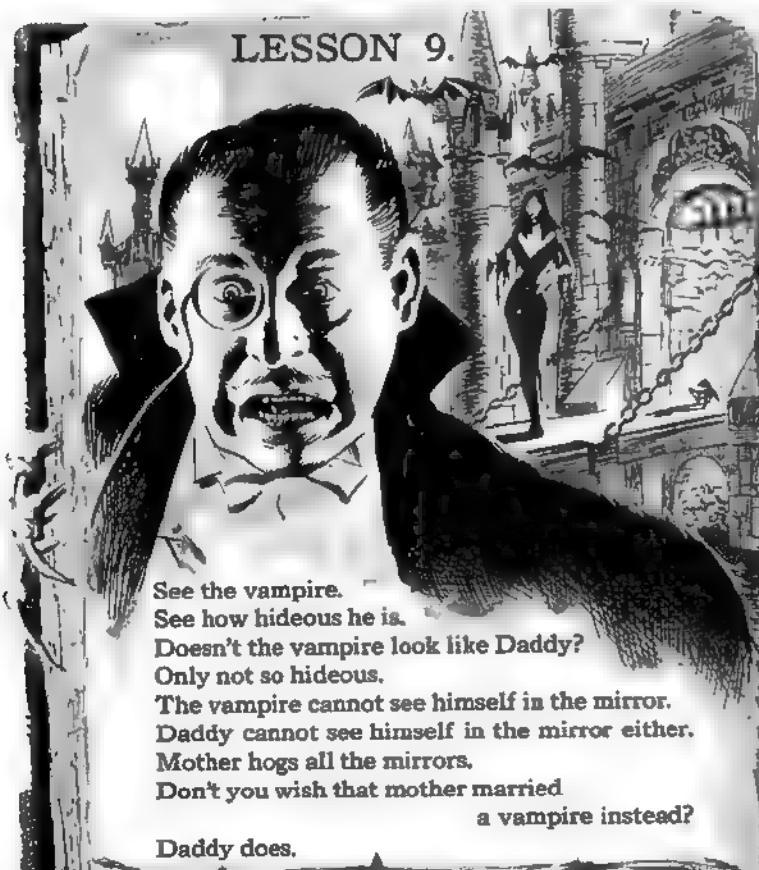
## LESSON 6.

See the strange vegetable.  
He is a giant spinach.  
He is big and green and menacing.  
He comes from outer space.  
Whoosh, whoosh, whoosh.  
The giant spinach eats people.  
Chomp, chomp, chomp.  
The giant spinach grows bigger and stronger.  
Little children are especially good  
for the giant spinach.  
They put iron in his blood.



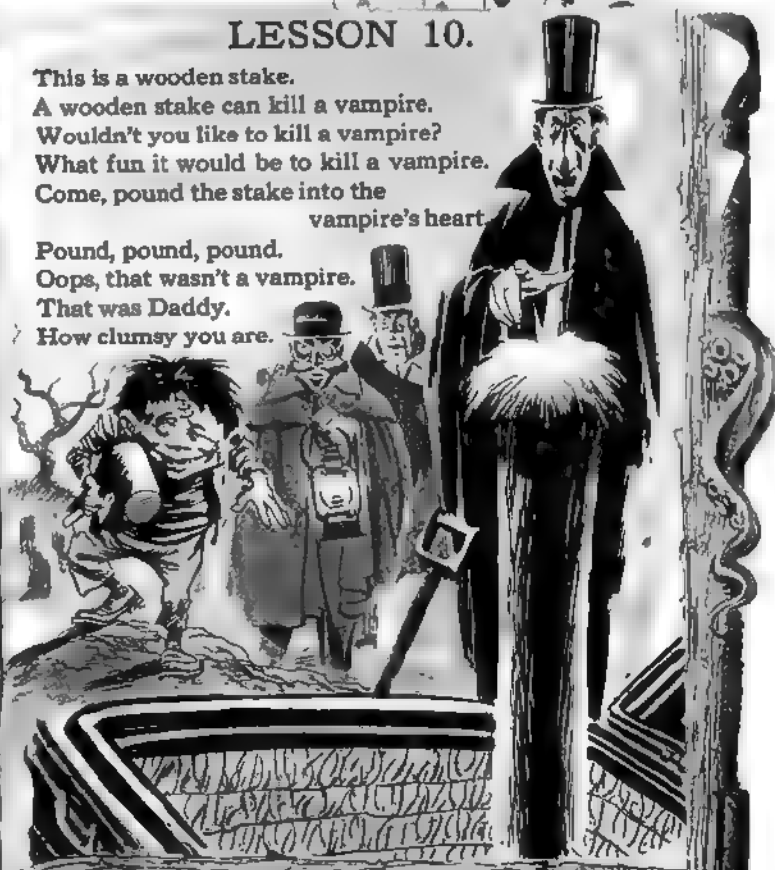
## LESSON 9.

See the vampire.  
See how hideous he is.  
Doesn't the vampire look like Daddy?  
Only not so hideous.  
The vampire cannot see himself in the mirror.  
Daddy cannot see himself in the mirror either.  
Mother hogs all the mirrors.  
Don't you wish that mother married  
a vampire instead?  
Daddy does.

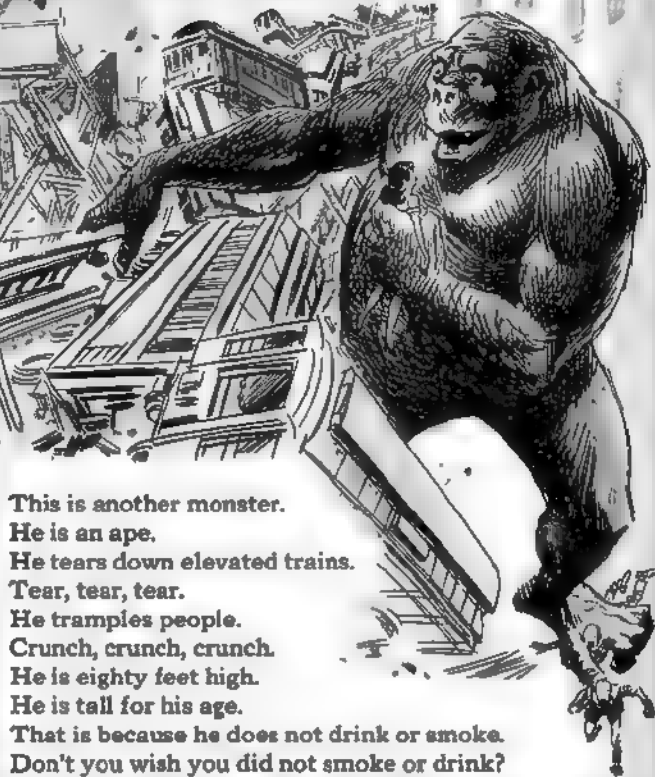


## LESSON 10.

This is a wooden stake.  
A wooden stake can kill a vampire.  
Wouldn't you like to kill a vampire?  
What fun it would be to kill a vampire.  
Come, pound the stake into the  
vampire's heart.  
Pound, pound, pound.  
Oops, that wasn't a vampire.  
That was Daddy.  
How clumsy you are.



## LESSON 7.



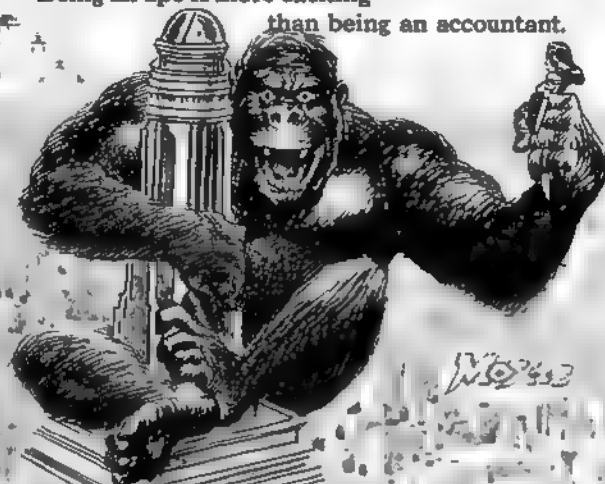
This is another monster.  
He is an ape.  
He tears down elevated trains.  
Tear, tear, tear.  
He tramples people.  
Crunch, crunch, crunch.  
He is eighty feet high.  
He is tall for his age.  
That is because he does not drink or smoke.  
Don't you wish you did not smoke or drink?

## LESSON 8.

This is the Empire State Building.  
See the ape climb the Empire State Building.  
The ape hates to ride elevators.  
Hate, hate, hate.  
Soon he will be attacked by planes.  
They will be Spads.  
and Fokkers.  
They will be left over from old

World War I movies.

But his son will carry on with his work.  
Being an ape is more exciting  
than being an accountant.



## LESSON 11.

See the hairy man.  
He is a Wolf-Man.  
When the moon is full, the Wolf-Man prowls.  
Prowl, prow, prow.  
The Wolf-Man is searching for a victim.  
The victim is usually a young starlet.  
Woo, woo, woo.  
After the day's shooting, the Wolf-Man  
takes off his make-up.  
And again he goes searching for  
a young starlet.  
Off-screen, the Wolf-Man is still a "Wolf."



## LESSON 12.



See the actor struggle.  
The Egyptian High Priests are making him  
into a Mummy.  
They are wrapping him in bandages.  
Wrap, wrap, wrap.  
Soon the Mummy is covered from head to  
toe in bandages.  
When the scene is over, the Director says, "Cut!"  
Cut! Cut! Cut!  
But it is too late.  
Cutting will do no good.  
The actor has suffocated from the bandages.



**DASTARDLY  
DR. BUNK'S  
MAD  
MONSTER  
LAB!!**







A. NEWMAN  
BATTERIES INCLUDED

Tom Bunk





IT CAME FROM OUTTA THE AD SPACE DEPT.

Have you noticed the rash of horror movies Hollywood is turning out lately? No, we're not talking about Technicolor musical horror movies! We're talking about B horror movies with monsters in them, like *The Fly*, *The Blob*, and *The Creature from the Black Lagoon*! These horror movies are pretty popular, and as a result Hollywood is turning out one after another. Which has led to a big problem. Namely, the producers of these movies are running short on new ideas for monsters! So, here's our answer: All Hollywood has to do is take a good look at the work MADison Avenue is doing along the same lines, and their problems are solved. Before long, we'll be seeing movie posters like these, advertising...

WRITER E. NELSON BRIDEWELL ARTIST WALLY WOOD

## SEVEN DAYS THAT SHOOK THE BEACH

SEE THE SPINE-TINGLING TRANSFORMATION!  
FROM 97-POUND WEAKLING TO  
SAND-KICKING BRUTE

## THE DYNAMIC CHANGELING



PRODUCED BY:  
CHARLES ATLAS

STARRING:

DIRECTED BY:  
VIC TANNY

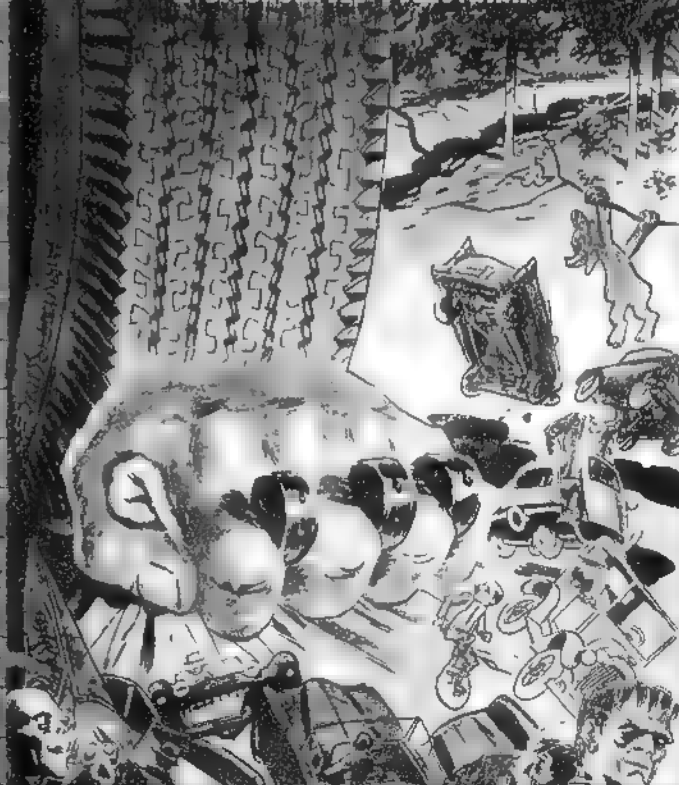
ORSON BEAN (as "The BEFORE") VICTOR MATURE (as "The AFTER")  
WITH LYLE BETTGER (as "The BARBELL") AND A HARD-PRESSED CAST

# NEW from

IT TORE UP THE NATION'S HIGHWAYS

## THE CLUTCHING TREAD

IT STARTED IN NEW YORK AND PLOWED ITS  
INEXORABLE COURSE ACROSS THE COUNTRY  
TOWARD THE LOS ANGELES FREEWAY, BEYOND  
THE SPEED TRAPS, IGNORING THE ROAD SIGNS,  
DESTROYING ALL IN ITS PATH! THE MANIACAL  
INVENTION OF DOCTOR IGNATZ Q. ARMSTRONG,  
A DISGRUNTLED PEDESTRIAN!



LEARN THE AWFUL STORY OF THE STRANGE MACHINE  
SEE THE ROAD'S FUTILE ATTEMPTS TO HALT ITS PROGRESS  
THRILL TO THE EXPLOSIVE CLIMAX ON A DEAD END STREET

# MOVIE MONSTERS MADISON AVENUE

500 FEET OF SLITHERING  
HEXACHLOROPHINE!

*The Striped  
Monster  
from The Tenth Muse*

**See!**  
THE HUMAN RACE  
TERRORIZED BY  
BLOOD-CURDLING  
DECAY!

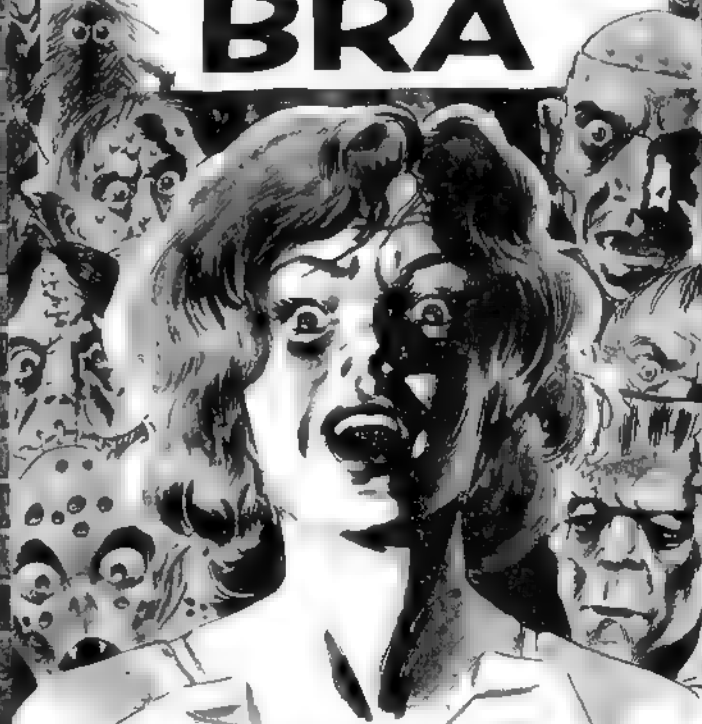
**See!**  
MANKIND'S CLOSE  
BRUSH WITH ITS  
FOAMING  
JAWS

**See!**  
HORROR AFTER  
HORROR UNTIL  
THE FINAL  
DISSOLVE!

ONCE RELEASED, IT COULD NEVER BE  
RETURNED FROM WHENCE IT CAME!

MEN GASPED! WOMEN SCREAMED!  
CHILDREN WONDERED!

IT WAS THE GREATEST HORROR OF ALL TIME!  
**THE INCREDIBLE  
LIVING  
BRA**



**STARRING:**  
**Selma Maidenform**  
**Herman Questionmark**  
**Penelope Playtex**  
And a firm supporting cast

"Never lets down till the final scene" —The News  
"A breathtaking and uplifting experience!" —The Mirror  
"Tense . . . taut . . . gripping excitement!" —The Times



YOU'LL WAKE UP SCREAMING...FROM...

# "THE CREATURES IN THE MATTRESS"

WHAT HIDEOUS MISSION WAS THIS ARMY OF TINY MONSTERS SENT TO CARRY OUT?



STARRING:

**SPRING BYINGTON FIDEL CASTRO JEAN SIMMONS AND A TIRED CAST**

"I tossed and turned in my seat!"—*Kravitch, STAR*

"We're bedding on this one!"—*GAMBLER'S GAZETTE*

"Could be a real sleeper!"—*EVENING POST*

"Good night!"—*DAILY POOP*

IT WAS DRUNK WITH POWER!

THE

# TERROR

FROM THE EARTH'S CORE



WHY DID ITS UNQUENCHABLE THIRST DRIVE IT TO THE SURFACE?  
WHY DID IT COME TO DRAIN THE EARTH OF ITS LIQUID RESERVE?  
WHY DID IT CLAIM THE FIFTH WHEN IT GOT TO WASHINGTON, D.C.?  
WHY WOULD YOU EVER CONSIDER PAYING TO SEE THIS AWFUL BOMB?

See the awful day TERROR stalked the earth!

# THE INVASION OF THE GREEN GIANT



AND NOTHING COULD STOP IT  
NOT EVEN WEED KILLERS!

"Corn!"—*The Herald Tribune*

"They should have kept it in the can!"—*The Journal American*

"Shrivelled on Hollywood & Vine"—*The Chronicle*

"A lot of crap!"—*Arkansas Gazette*

# MAD REVIEWS ULTIMATE IN HORROR IN ADVANCE OF ITS FIRST SHOWING

(In fact, in advance of its being filmed!)

Yes, by George, we've done it again! You'll be seeing this picture in your neighborhood theater sooner or later! It's the logical, if not inevitable, film in the new line of hair-raising, spine-tingling, mind-rotting horror epics Hollywood's been making lately. Remember how you loved the very first classic monster pictures. *Dracula*, *Frankenstein*, *The Mummy*, *Snow White*? Remember how you even enjoyed all the sequels . . . *The Son of Frankenstein*, *Dracula's Daughter*, *Mighty Joe Young*? And then remember how they discovered the science fiction horrors... *The Creature from the Black Lagoon*, *Them*, *Godzilla* (a horror in any language!)? And then, how they got real horrible: *Abbott and Costello Meet Frankenstein* and *Abbott and Costello Meet Dracula*? Well, now they're just disgusting! . . . *I Was A Teenage Frankenstein* and *I Was A Teenage Werewolf*! The next thing you know, we'll be seeing this!

# ECCCHHH, TEENAGE SON OF THING



Photoplay by Strudwick Wickerwire  
(shown above)

Picture opens with fifteen minutes of fog. Superimposed over it, the blurry credits move swiftly across screen. (They're really ashamed of this one!)

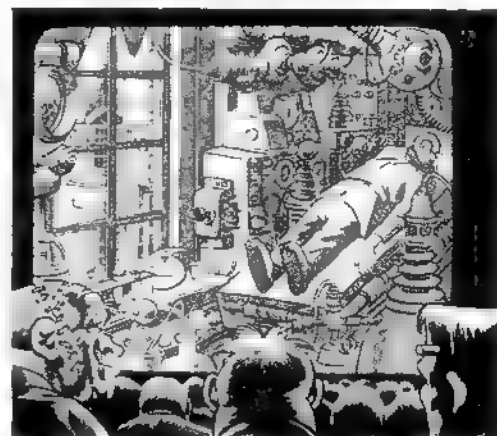


ARTIST WALLY WOOD

First shock comes when a body without one single mark on it, and without a single drop of blood in its veins, is suddenly discovered . . . in the balcony!

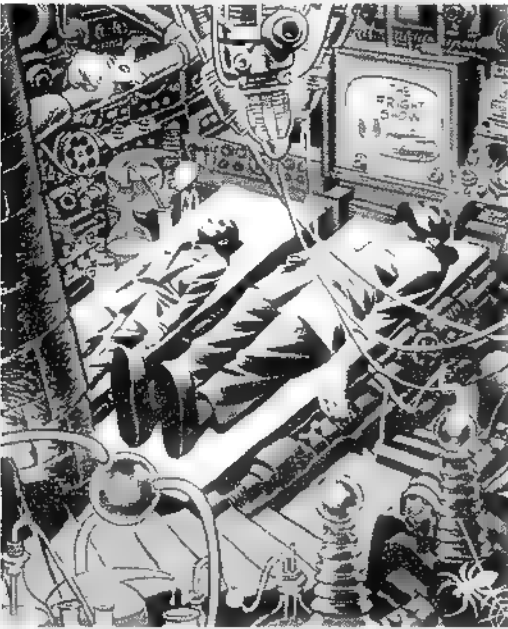


Through the dismal grey fog, we can make out a laboratory with intricate-looking equipment. The fog suddenly clears up when audience yells "Focus!"





We see two figures strapped to tables.  
One is monstrous, the other is small.



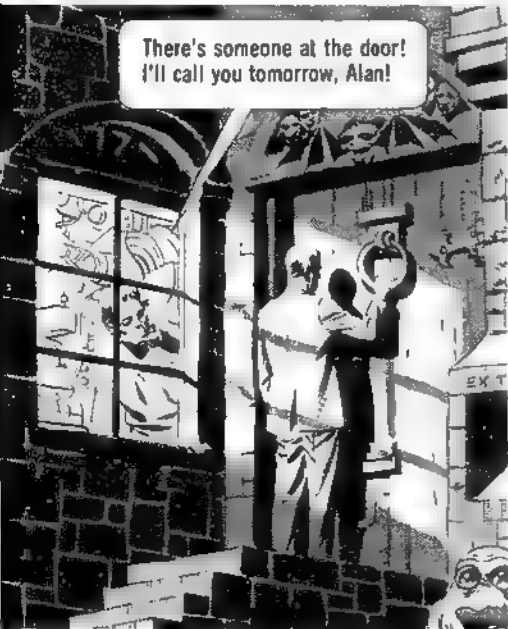
Lights flash. The equipment crackles.  
The huge figure twitches...then moves.



It drags heavy feet slowly across the  
laboratory, hesitates, picks up the phone.



There's someone at the door!  
I'll call you tomorrow, Alan!



My name is Morton  
Finster, and I'm  
working my way  
through college!  
Would you like to  
buy a subscription  
to *Colliers*?

No! Go away!

WAIT!

Hmm... six  
foot, 180  
pounds, nice  
looking! He's  
perfect!



Look at my watch,  
Morton! See how  
it shines! See  
how it swings...  
back and forth...  
back and forth...

Self-winding,  
eh? Cra-a-zy!  
Well... I'll  
dig you later,  
Daddy-O!



Heh-heh! You'll do,  
Morton Finster!  
You'll do nicely!



EXTRA! EXTRA!  
READ ALL ABOUT  
THE TEENAGE  
MONSTER!

Here, boy! Let me  
see that! Hmmm...  
"High School girl  
in serious  
condition..."



Hello, Drake  
Carter, noted  
Monster Breaker,  
where are you  
off to?

I've got a hunch,  
Louis Furd! I'll  
see you later!



That you, Alan? Did you read the papers?  
That's right! My experiment worked fine!  
I told you young blood was what I needed!  
I'll test him out again tonight...



Wait, Morton! Wait until  
they come a little closer...



Now, Morton...  
N O W...



EEEEAAH!



EXTRA! EXTRA!  
TEENAGE MORTON  
STRIKES AGAIN!  
THREE GIRLS  
VICTIMIZED!



Hello, Drake  
Carter, noted  
Monster Breaker!  
Where are you  
rushing to now?

City Hospital,  
Louis Furd! Got  
a hunch those  
girls can help  
me track down the  
teenage monster!



Alan? Did you read the  
papers? I told you my  
boy could do it! If you  
want to see him in action,  
come over... tonight!



Watch closely now, Alan...

Morton Finster... see the  
watch... back and forth...  
back and forth... you are  
forgetting that you are  
refined... intelligent...  
You are now... a cled!



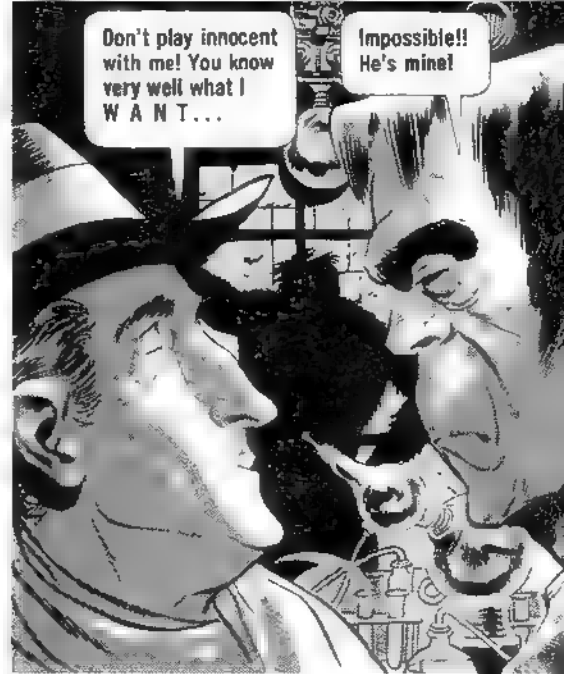
I have several captive girls  
in this room, Alan! We can  
observe what happens!

Now... Morton... now!



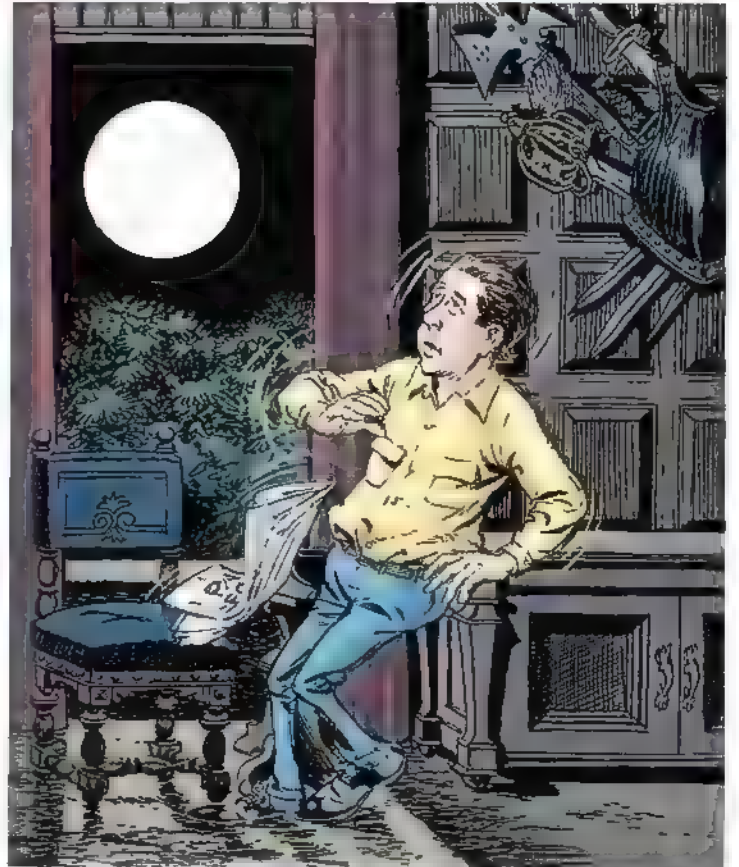
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ON NEXT PAGE







# THE WEREWOLF



WRITER SEMI    ARTIST GEORGE WOODBRIDGE    COLORIST CARRIE STRACHAN



ORIGINALLY PUBLISHED IN MID #116, JAN 1968





Recently, a so-called "scary" movie (by Steven Spielberg et al) made box office history when millions of horror fans all around the country rushed to theaters and paid good money to have their pants scared off them. Well, Steve and company, MAD has taken a long, hard look at your movie, and we've come to the conclusion that using a display of dazzling special effects to cover up the lack of a strong plot and the work of unknown actors is a pretty

PA

I'm Heave Feeling... a modern suburban father! I make a good living and I've got a comfortable home and a nice family! But I'm a little worried about my daughter, Caro Anne, over there! She stares at TELEVISION six hours a day! That may not sound strange to you, but she stares at it AFTER the shows have gone off the air!

I'm Dyin Feeling... a typical suburban housewife! I'm also a typical Steven Spielberg suburban housewife! That could be a problem! They told me to take be this role because being in a Steven Spielberg movie would mean fame and recognition! But after this movie, I'll probably be as famous as those OTHER Spielberg housewives... like "Whatsername" in "Jaws" and "Whozit" in "Close Encounters" and "Watchacallit" in "E.T."!

I'm Blobbie Feeling! I'm scared of the big oak tree outside! I'm scared of the strange creaking noises in the attic! I'm scared of the glowing lights in the closet! I'm eight years old! People ask me what I want to BE when I grow up! I tell 'em I want to be NINE! In THIS house, that ain't gonna be EASY!!

I'm Tana Feeling! I'm 16 years old! My mother has "Housewife-Career" problems, my brother's scared of old trees, my sister talks to TV sets and I look NOTHING like Brooke Shields! I tell you, PUBERTY is a drag!

Are you there? Boy, talk about GHOSTS on your TV screen!



# COUNTRY GUIDE

Hey, Heave!! Something's wacko with your TV!

Yeah! We're trying to watch the football game, and the channel selector keeps switching to some dopey KIDDIE SHOW!!

Oh... that's my neighbor's remote control unit! It has a strange effect on MY set! What's the score, anyway...?

I don't know, but I think the Rams just tackled Kermit the Frog!!



What are we doing, Mommy?

Burying your pet canary that died!

But it's such a teensie weensie little plot!!

Don't worry! Lots of people manage to do very well with just such a teensie weensie little plot!

Really...? Like WHO, Mommy??

Like Steven Spielberg, the creator of this film!



WRITER ARNIE KOGEN ARTIST JACK DAVIS

What's troubling you now, Blobbie?

Everything! It's the thunder and the lightning and the ominous clouds and that big weird gnarled old tree!

A big brave eight-year-old like you?! You're not worried about it, are you?

Let me put it this way: Living in this house is giving me an "ulcerette"!

I guess that stuff can be pretty scary to a kid! It's natural to want to cry, or hide under the covers! But when you grow up, Son, you'll find yourself coping with problems in a more adult way!



—PUFF—  
—PUFF—  
So how was your day, Hon?  
—PUFF—

Don't ask!! But—PUFF—PUFF—it's getting better every second!!

BLOBBIE!! What are you LOOKING at...?!

Mom and Dad ...cop ng with their problems in a more "adult way"!





Mom and Dad don't think I notice—but I **KNOW** they smoke grass!

I'm not sure! I guess I prefer the old fashioned type of parents!

Well, I'd feel more secure with Ozzie and Harriet... than with

Yeah! Isn't it groovy to have such modern "with it" type parents?!

You mean corny, conservative parents like "Ozzie and Harriet"?!!

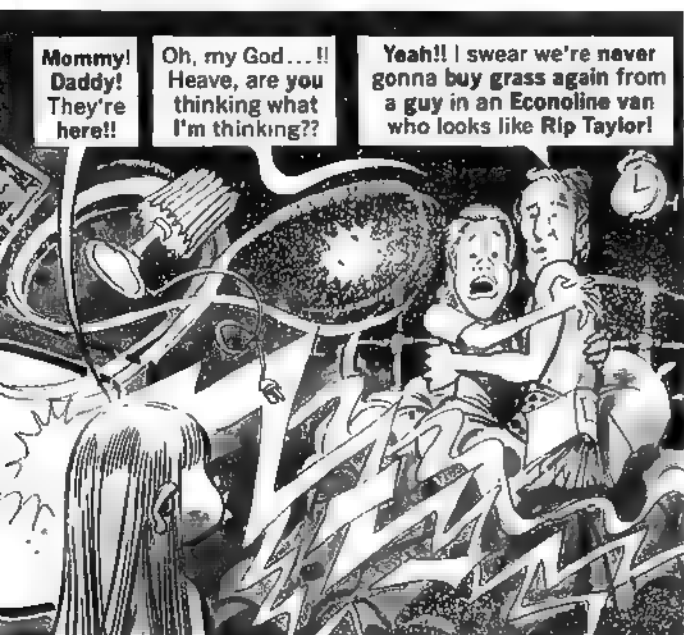
...CHEECH and CHONG!



Hello...? Are you still in there...?



Are you the telephone people...? You know, "reach out and touch someone"?!



Mommy! Daddy! They're here!!

Oh, my God...!! Heave, are you thinking what I'm thinking??

Yeah!! I swear we're never gonna buy grass again from a guy in an Econoline van who looks like Rip Taylor!



Honey, remember last night when you said, "They're here!"?

Exactly what did you mean, Sweetheart? WHO's here??

But, that's silly! The TV people don't come around at Midnight!!

I know! Maybe they were the CABLE people! They're pretty desperate for new customers!

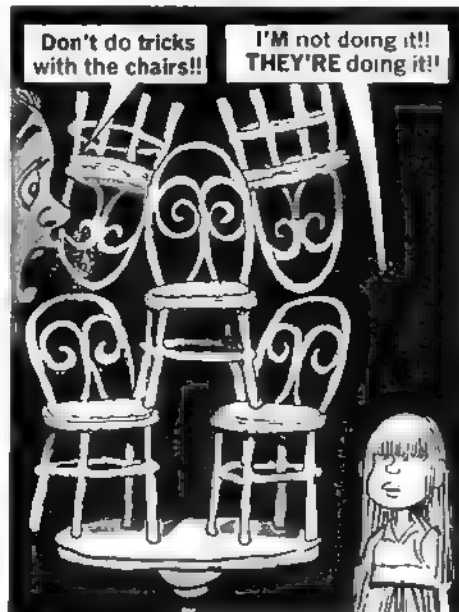
Uh-huh...!

The TV people!



Stop bending your silverware!

I'M not bending it!! THEY'RE bending it!!



Don't do tricks with the chairs!!

I'M not doing it!! THEY'RE doing it!!



Lord, I can't take much more!! They're driving me up a tree!!

ME, TOO!!



Look...!!  
The tree  
is eating  
Blobberie  
ALIVE!!

Answer  
me! Are  
you  
okay...?

Dad, remember the  
expression, "Its  
bark is worse  
than its bite!"??

Yeah...  
It's not  
true in  
this case!



I may be crazy... but I'm  
gonna have to risk my neck  
and save the kid's life!!

You love him THAT much?!!

Nahh! It's just that I can't bear  
the idea of going to a cocktail  
party and having to explain how  
my kid died... "Well, you see, my  
son was EATEN by this TREE...!"



We saved  
BLOBBIE's  
life, but  
now CARO  
ANNE is  
missing!!

This is not one of  
our family's best  
days!! Caro Anne,  
where are you...?

Mommy... Mommy

My God! I've  
heard of a  
"CAPTIVE TV  
AUDIENCE"—  
but this is  
ridiculous!



Here!  
Let  
ME  
try to  
tune  
her  
in...

She may be  
on Channel  
5! They've  
got a LOT  
of Kiddie  
Shows!!

Maybe  
she's  
gone  
into  
syndication!

Maybe we should  
wait for the  
eleven o'clock  
news! She'll tell  
us where she  
is HERSELF!!

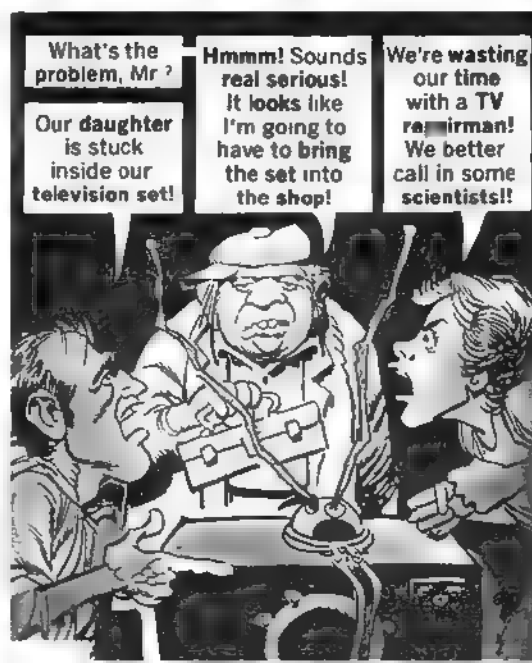
I knew we should  
have switched to  
cable! That way,  
we'd be able to  
pick up her  
picture a whole  
lot clearer...!

STOP  
IT!!  
All of  
you,  
STOP  
IT!!



Heave!! What are  
we going to do?!!  
Our Caro Anne is  
stuck in the TV!

I think we better  
hurry up and think  
of something before  
she's "CANCELLED"!!



What's the  
problem, Mr.?

Our daughter  
is stuck  
inside our  
television set!

Hmmm! Sounds  
real serious!  
It looks like  
I'm going to  
have to bring  
the set into  
the shop!

We're wasting  
our time  
with a TV  
repairman!  
We better  
call in some  
scientists!!



Hello! I'm Dr. Lush! These are my  
two associates! We're research  
scientists trained to investigate  
parapsychological phenomenon!

What does that  
mean in English?

We're a GHOST  
SWAT TEAM!!



Well, you came to the right place! We seem to be having some disturbances lately!

Like what, f'rinstance...?

Why don't we take a look at our son's room...



Hmmmm! Either this is "the world's messiest room" ...or we've got a major "haunting" on our hands!



What we could be dealing with here is a Poltergeist!

Uh... what's a POLTERGEIST...?

It's your standard movie "haunting"—with about eleven million dollars in "special effects" scenes thrown in!!

...and in THIS movie, you never can tell WHEN they'll throw one of those scenes IN...!!



Please! Help us find our daughter...!

Mommy! I'm HERE...!

Thank God you're alive! Are you all right, honey?

I—I think so!

Stand up straight!! Don't slouch when mommy's talking to you!

How do you know she's SLOUCHING?!!

A mother KNOWS!



Mommy didn't mean to yell at you, Caro Anne... but these have been very tense times for Mommy and me...!!

Hey, it's been no picnic for ME, either!

Of course! Uh—how are you getting along in there! Are you eating well?

Yes! I get my food from "The Julia Childs Show"!

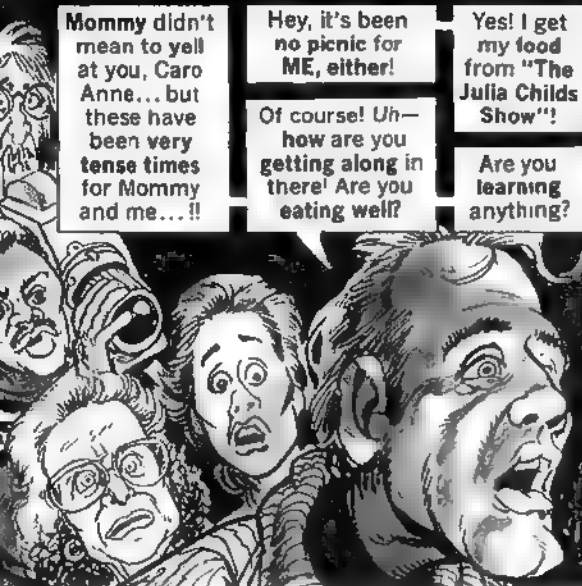
Are you learning anything?

Yes! I'm learning things from "Sesame Street"!

Are you...having any fun?

Yes! I keep getting kissed by a man named Richard Dawson!

WE GOTTA GET HER OUT OF THERE!!



Look! Phantom figures descending the staircase!!

But who are they? What dark secrets are hidden within this house?

It's got ME! If only these walls could TALK!!

Mommy! Mommy!

The insulation is tickling me!!





My daughter is being held hostage by this house!! You must get her out!!

Mr. Feeling... it's beyond our research team! What you need is a **PSYCHIC!**

Money is no object! Get me the **BIGGEST** in the **BUSINESS!!**

Good evening! I am Bandina, the **Psychic!**

And I'm the best! I will "cleanse" this house of evil spirits! I will cleanse the rooms! I will cleanse the stairways! I will cleanse the attic! Now, where was your daughter last seen?

Well, she was trapped in the TV, but now she may have moved to the walls... or the windows!

Sorry! At these prices, I don't cleanse windows!

YOUR'RE the **BIGGEST** in the business?

Er... are you sure you know what you're doing?!

I have amazing skills! I am a psychic, a seer, a clairvoyant—and I can read minds! I know at all times what you're thinking!

Ooops! I—I'm sorry!

Too late!! I HEARD you thinking those "little people" jokes!!

You're thinking: "What side of the rainbow did SHE come from...?"

"She's lucky if she can read knees!"

Yes, I AM small! But I'm also very gifted! My size has never affected my skills at flushing out evil!!

Now... let me go through the house and find your missing daughter!

Caro Anne... ?? Where ARE youuuuuuuuu... ??

Not THAT house!!

Okay, here's the story Your daughter is being captive by a terrible force—a "beast"—that hovers up in her closet!

And there's no hope... ?

There IS hope! You must get me two tennis balls and some rope!

See, Honey? It's all going to work out!

My daughter disappears into the TV set! Then, a tiny clairvoyant tells us that "In order to bring her back," we have to fling **TENNIS BALLS** at some monster! And YOU say, "It's all going to work out!"???

Here we go! The tennis balls will clear a path through the light and confuse the beast!!

What's the score... ?

The beast is up two sets!!



Listen to me carefully, Caro Anne! There's only one way to get out of that strange land you're in! Click your ruby slippers together and say... "There's no place like home! There's no place like home!"

Boy! Those Munchkins do ONE CLASSIC FILM, and they never forget it!!



You DID IT!! We've got our baby back!

My work is done here! This house is "clean"!

But... for how long??

For two minutes... or one "family alone at home without the father" scene... whichever comes first!!



Oh, thank God you came back! You've got to help me! You've got to get me OUT of here!!

Sorry! I don't do windows OR pools! Forget the pool! I want you to get me out of this picture!

Listen, Honey, I'm a psychic, not an AGENT!

But, who ARE these corpses, ANYWAY?! Why are they HAUNTING us... ??

They seek revenge! They are RECENT DEAD!

How recent?

They were buried last summer...!

Buried?!? Under THIS HOUSE last summer...?

No, they were buried at the BOX OFFICE last summer! Their films were "killed" by the two STEVEN SPIELBERG blockbusters... "E.T." ...and THIS ONE!

Gee, she's right, Mom! LOOK! There's CLINT EASTWOOD from "Firefox"!

...and HARRISON FORD from "Blade Runner"!

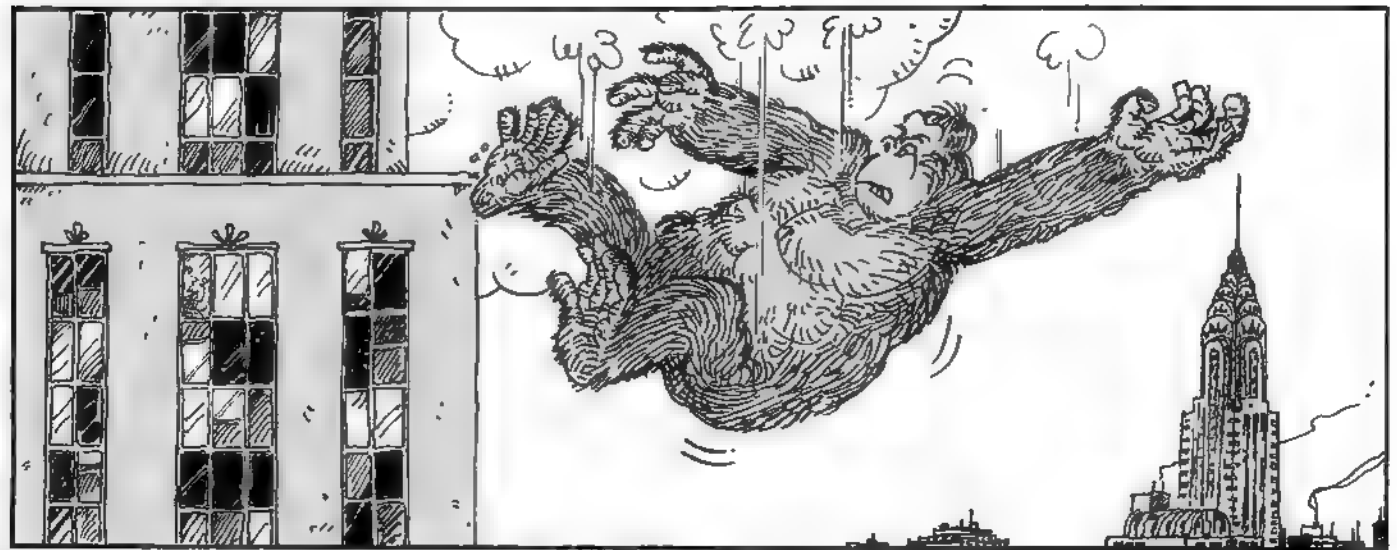
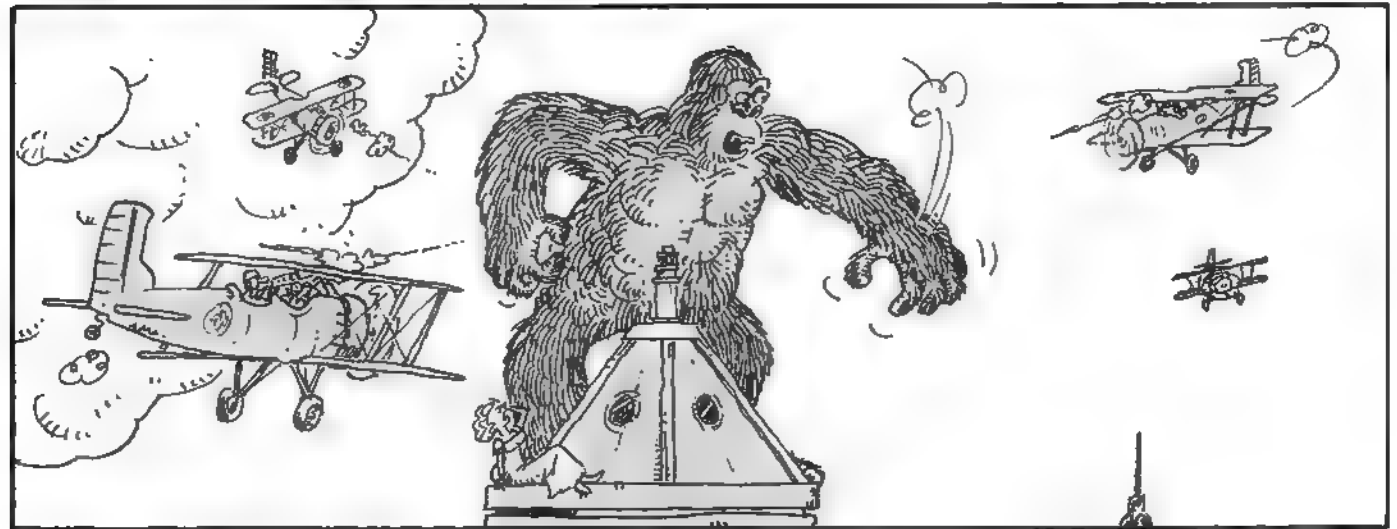
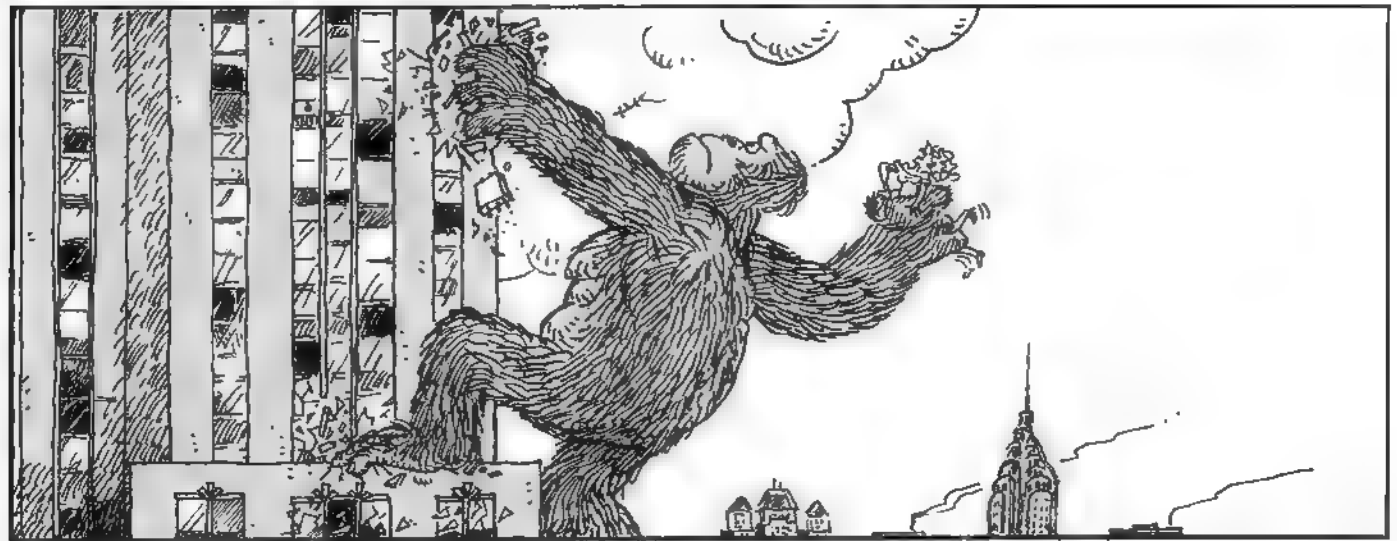
...and WOODY ALLEN from "A Midsummer Night's Sex Comedy"!

...and AL PACINO from "Author! Author!" ... and KURT RUSSELL from "The Thing" ... and ROBIN WILLIAMS and RICHARD PRYOR and STEVE MARTIN and all the others!!





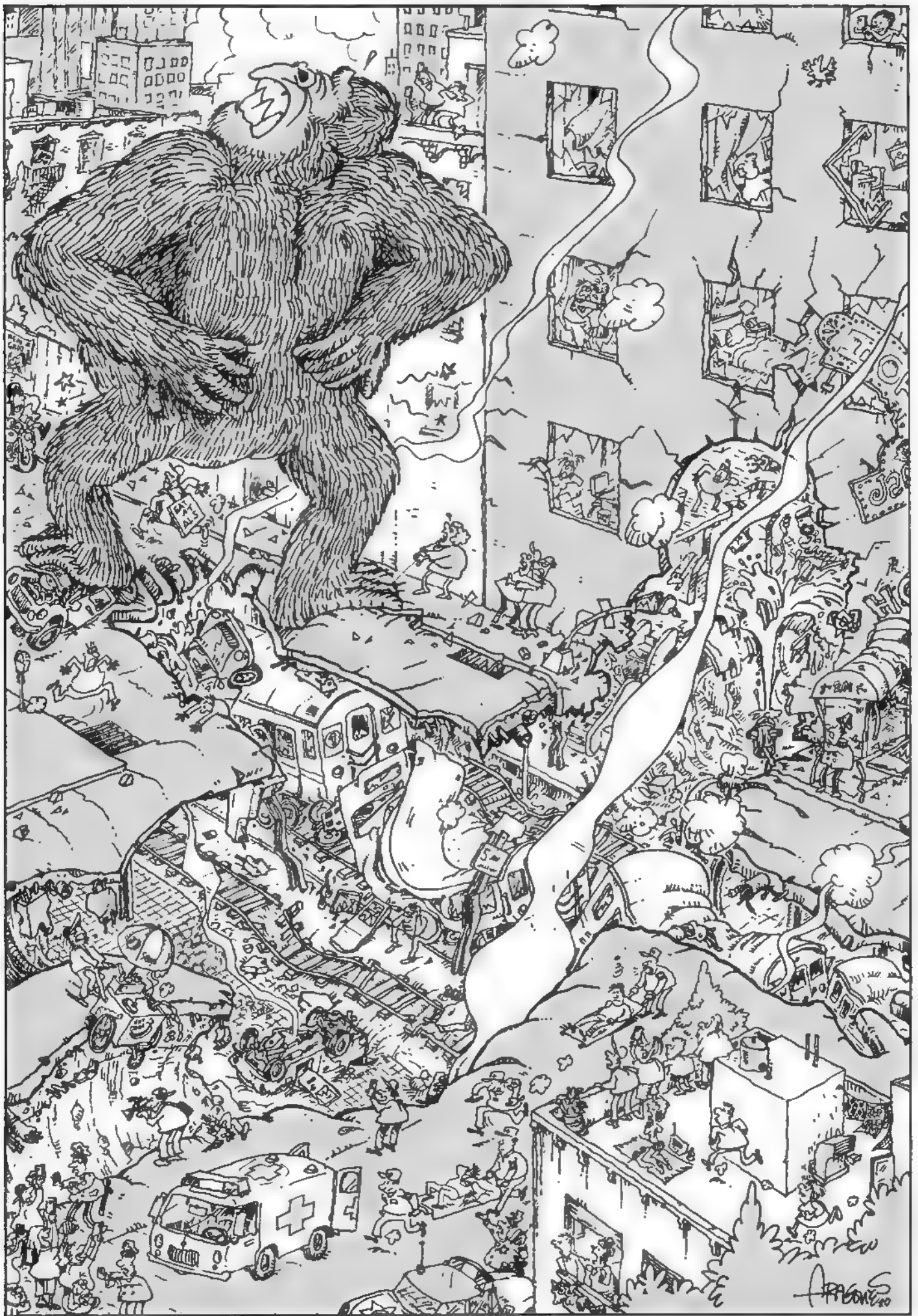
# CLASSIC MOVIE SCENES WE'D LIKE TO SEE



WRITER & ARTIST SERGIO ARAGONES    COLORIST SUZY HUTCHINSON





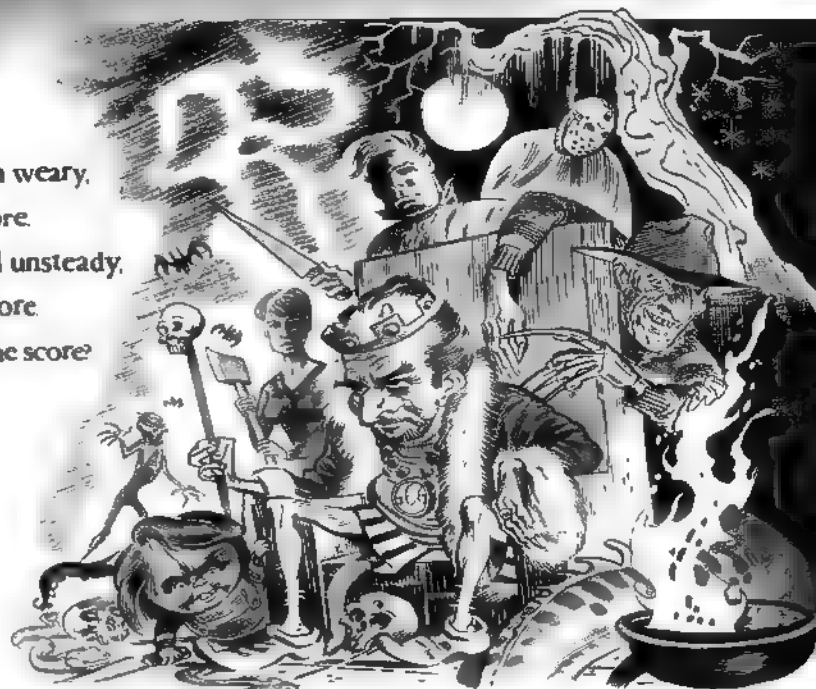


I HAVE A SCREAM DEPT.

In the mid-19th century, poet Edgar Allan Poe made people scream in terror with his masterpiece 'The Raven.' One hundred fifty years later, MAD Magazine got much the same result when we published our poem about *Scream* filmmaker

# Wes Craven

Once upon a midnight dreary, horror flicks did not seem weary.  
*Elm Street*, *Halloween*, and *Friday the 13th* scared fans galore.  
Michael, Jason, and that Freddy made fans' stomachs feel unsteady.  
But no one was really ready for schlock sequels by the score.  
Which director was most guilty of these schlock clones by the score?  
'Twas Wes Craven, king of gore.



Soon this genre was outdated, fans no longer were elated  
By the bloodbaths that these movies seemed to churn out more and more.  
But one day an unknown writer wrote a chiller that seemed brighter.  
Craven helmed this newest frighter, which made fun of flicks of yore.  
Why would Craven want to mock his horror films from days of yore?  
'Cause Wes Craven was a whore!



Would his *Scream* become a winner, forcing fans to lose their dinner?  
It seemed doubtful, since its only star was young Drew Barrymore.  
Drew had peaked when she was seven, and got drunk by age 11.  
So how in the name of heaven would this film get off the floor?  
Very soon it mattered not when Drew's guts splattered on the floor  
On her, Craven slammed the door.

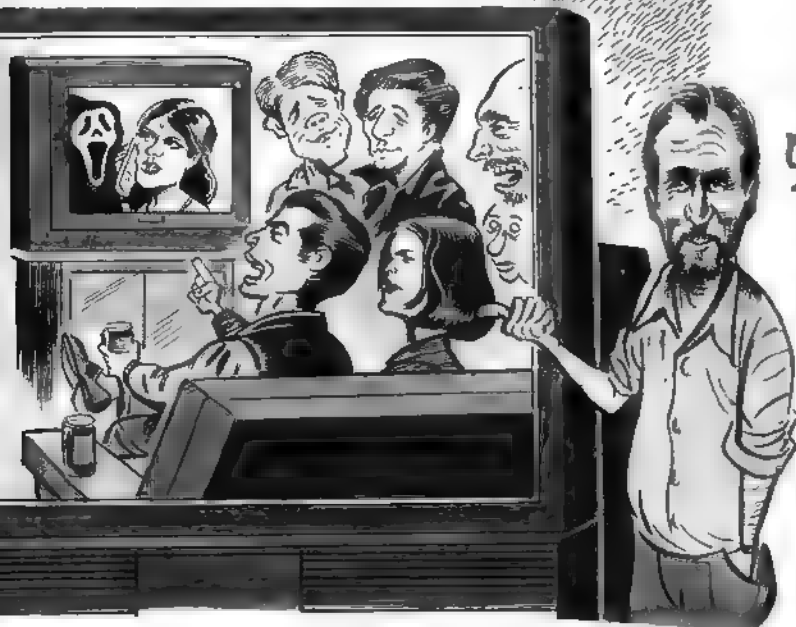




# Wes Craven

Every horror fan was shaken when Drew's life was quickly taken. If this movie's biggest star was killed, what else might be in store? Was Neve Campbell next to buy it? Many hoped that Wes would try it. For no fright fan could deny it—Neve was such a whiny bore. Could a movie be successful with a whining, pouting bore?

**"Yes!" Wes Craven's fans did roar.**



This flick flew not on its story, nor the fact that it was gory. This film thrived upon the fact that it made in-jokes by the score. Making fun of *Tori Spelling*, *Fonzie* at the students yelling. One lone film geek always telling what we should be frightened for. When he saw this Gen X chiller was what fans were waiting for, Quoth Wes Craven, "Let's make more."

Ah, distinctly all remember, one year later in December, *Scream 2* was released upon the public with a mighty roar. This plot had a large infusion of dumb twists that caused confusion. What bizarre drug-crazed delusion made this script a muddled bore? Laurie Metcalf as the killer—could there be a bigger bore?

**Still, cash Craven made galore.**





**S**cream flicks sure were money makers, so it spawned a pack of fakers. *I Know What You Did Last Summer* was the first to wash ashore. *Urban Legend*, *Mrs. Tingle*, these and more all seemed to mingle. Each and every freakin' single of these flicks we did abhor. Who began this competition of scare flicks we did abhor? 'Twas Wes Craven launched this war.



**N**ext, two years of hype and rumors, growing like malignant tumors. Built *Scream 3* up in a way that no one living could ignore. Once again, Neve acted schmucky in a sequel that was sucky. Worse, in fact, than *Bride of Chucky* was this flick that was a bore. The killer was—well, we won't tell you, should you plan to see this bore. Just blame Craven when you snore.

**N**ow Wes Craven's *Screams* are staying always playing, always playing. In the VCRs and theaters frequented by teens galore. And they say 3 is the last one, but we think they'll play a fast one. We bet they've begun to cast one, for there's money in this gore. Yes, we're sure we'll see another pointless film with pointless gore. When Wes Craven makes *Scream 4*.

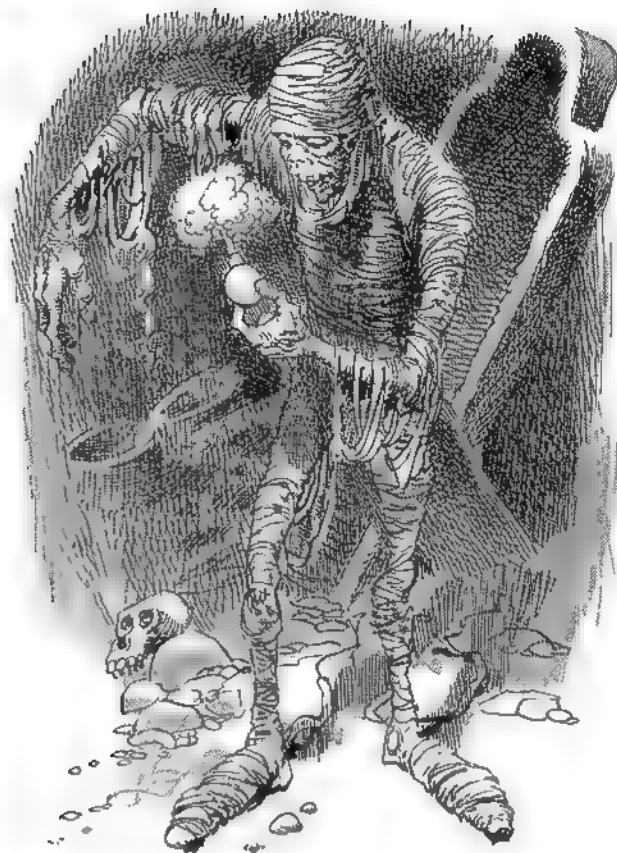




# HORROR Movie Scenes We'd Like To See



WRITER DON "DUCK" EDWING  
ARTIST JACK DAVIS









A long time ago, they made a movie about a Psycho who poisoned his mother and then hacked up a few other people. In the end, he was put into a hospital for the criminally insane. But after twenty years, they released him so he could commit an even more disgusting crime...making this sequel to that first movie! But this time around, he's not the only weird one. He's surrounded by several women who are...

Abnormal Baits, you are free to go! You have served long enough! Besides, the Court now realizes that you had a justifiable reason to murder that guest in your Motel! After all, she DID use up all the hot water, showering...

You mean I'm considered "sane" again?

Just as "sane" as this Judicial System that's letting you out!

I'm Liar Looney! He murdered my Sister! If you let that man out, there'll only be MORE MURDERS!

I doubt it! Abnormal won't murder anyone!

Who said anything about HIM murdering anyone?!

I'm the Manager of Baits' Motel! It's TRIPLE A RATED... Alcohol, Adultery and Abuse of Drugs! I hate to see Abnormal come back! He'll give the place a BAD NAME!

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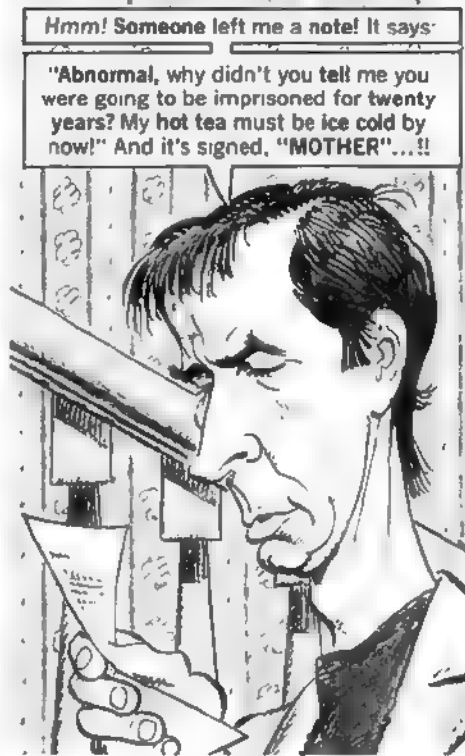
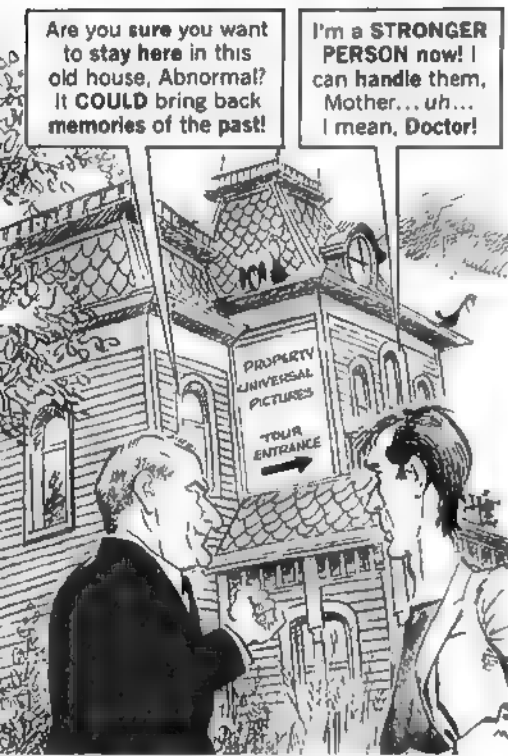
LIZZIE BORDEN  
"AXE ME NO QUESTIONS"

DON'T FORGET  
MOTHER'S DAY!

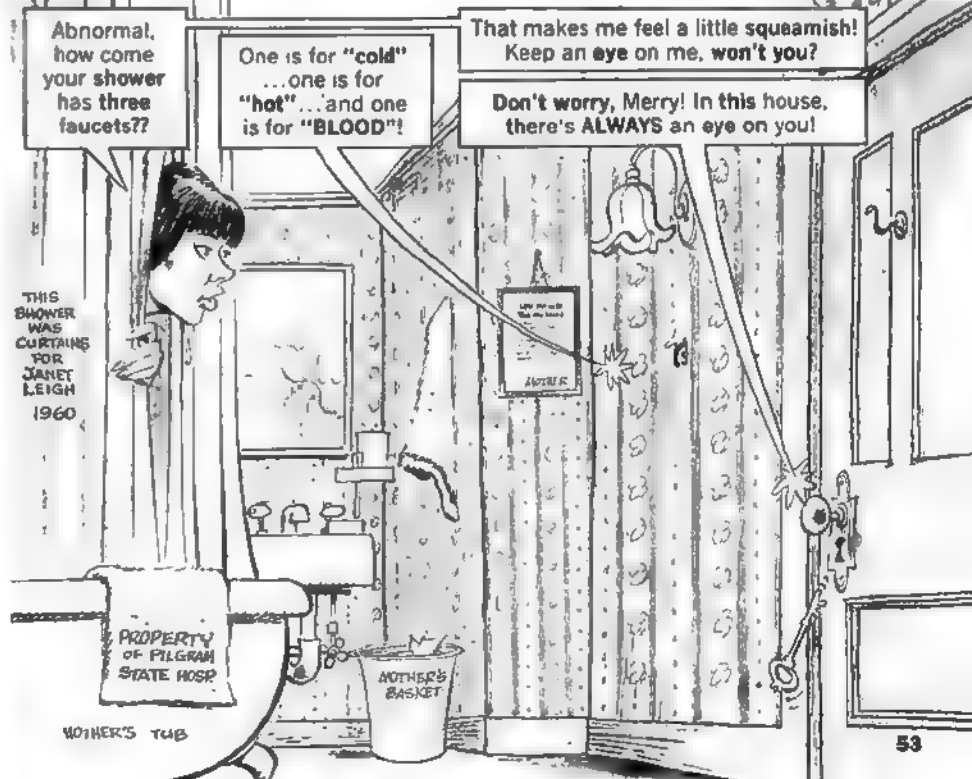
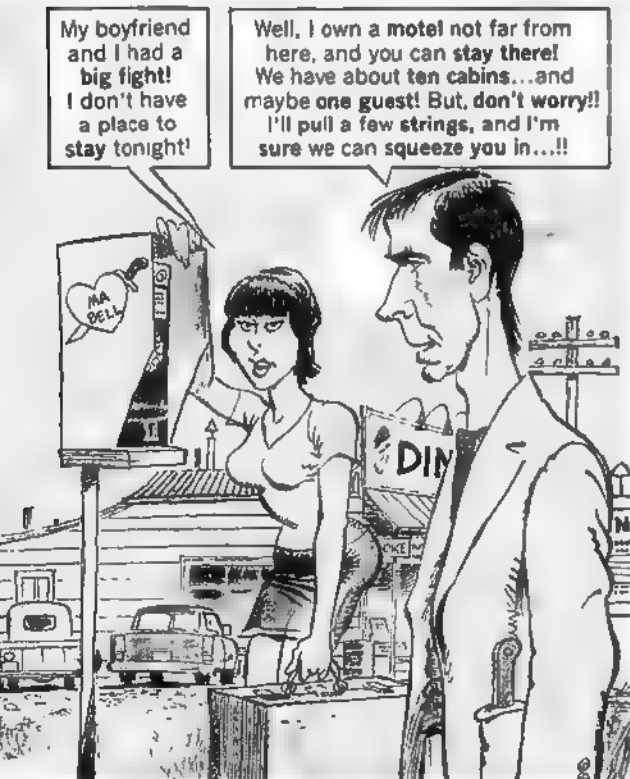
TDM'S CUTLERY SHOP

SURROGATE COURT  
TENNIS COURT

# DOWN IN THE TOWN



WRITER **DICK DEBARTOLO** ARTIST **MORT DRUCKER**





Hmm! Someone left me another note among the lunch orders! It says...

"Don't you let that tart in my house again or I'll slash her from head to toe! And stop slouching! Mother..."



There was a NOTE on that order wheel from my MOTHER!!

Abnormal...your mother's been dead for TWENTY YEARS!

Now you can SEE how FAR BEHIND we are in filling orders!!



Merry...did you know that Abnormal used to keep his mother's body down here? He'd talk to her in HIS voice—then answer in his mother's voice! What do you think of that?

Sounds like if Abnormal had gone into SHOW BIZ, "Wayland Flowers and Madame" might have had stiff competition!!



Well?!? Did you arrest Abnormal for murder?!

We can't arrest him, Mrs. Looney! Because we don't have proof a murder was committed! We don't even have a dead body!!

You make me sick—the way you stick to the very letter of the law!!



B-b-blood! BLOOD!! Blood is running out of the TOILET!!

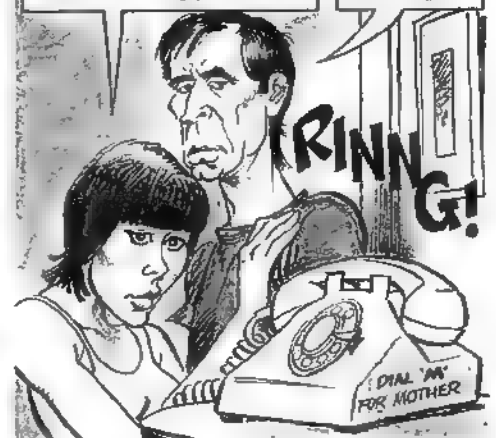
Don't get upset, Abnormal!! It's nothing! The TIDYBOWL MAN must've cut himself!!



I have to answer that! It's my mother calling!

Abnormal, I TOLD you! Your mother is dead for twenty years! Why would she be calling you now?

We have a party line!! Sometimes it's hard to get through!!



Hello, Doctor! Come in! Would you like some coffee...some tea...some cyanide?

I mean, some CIDER!

Abnormal, Merry is Liar Looney's daughter! They want to drive you mad again by undermining your sense of reality!

Well, they CAN'T DO THAT!! I have no sense of reality!



Well? NOW do you believe your mother is dead...?

I—I think so, Doctor...!

You THINK so?! Abnormal, she's nothing but a pile of decaying flesh and bones!!

Well, she NEVER WAS the picture of health!!





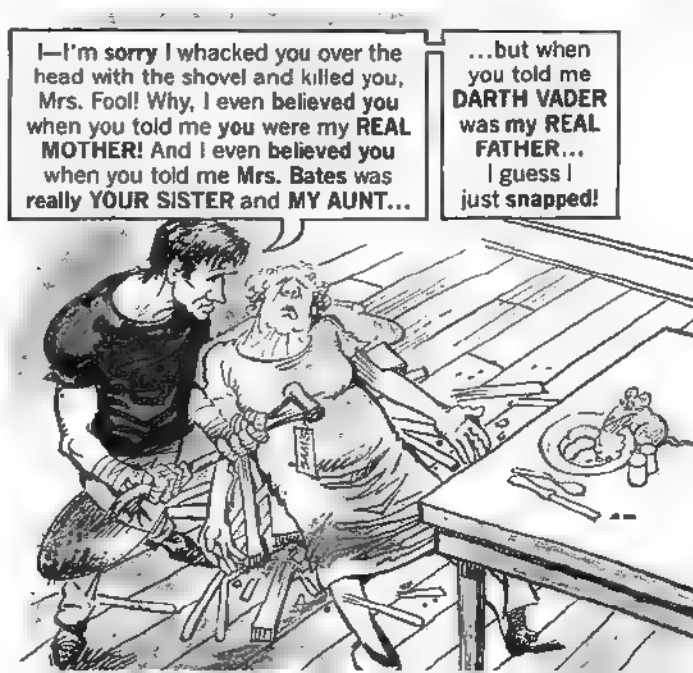
**THWOK!**



**THWOK!**



**THWAK!**





# EERIE COMPARISONS BETWEEN THE WIZARD OF OZ AND THE BLAIR WITCH PROJECT

**THE WIZARD OF OZ:** The Wicked Witch terrorizes the tiny-bodied people of Munchkinland.

**THE BLAIR WITCH PROJECT:** The Blair Witch terrorizes the tiny-brained people of the multiplex.

**THE WIZARD OF OZ:** Dorothy is sent to Oz by a 200-mph whirling tornado.

**THE BLAIR WITCH PROJECT:** The entire film looks like it was shot in a 200-mph whirling tornado.

**THE WIZARD OF OZ:** The Wicked Witch battles a Kansas girl who wants to go home.

**THE BLAIR WITCH PROJECT:** The Blair Witch battles an entire audience that wants to go home.

**THE WIZARD OF OZ:** One of the main characters was in need of a brain.

**THE BLAIR WITCH PROJECT:** ALL of the main characters were in need of a brain.

**THE WIZARD OF OZ:** The Wicked Witch wrote the two words "Surrender Dorothy" in the sky over Oz with her broom.

**THE BLAIR WITCH PROJECT:** Wrote two words of actual dialogue and let the actors improvise the rest.

**THE WIZARD OF OZ:** Lost the 1939 Oscar race to *Gone With the Wind*.

**THE BLAIR WITCH PROJECT:** Likewise, *Gone With the Wind* has more of a chance of winning the 1999 Oscar race than *The Blair Witch Project* does.



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**WHAT  
SEQUEL HAS  
PEOPLE ON  
THE EDGE OF  
THEIR SEATS?**

## HERE WE GO WITH AN ALL-NEW **MAD FOLD-IN**

While most disasters are terrifying enough the first time around, some have second acts that are downright catastrophic. To see what coming attraction is filling people with anxious anticipation, fold page as shown.

SWIPE FROM B TO A TO FOLD



AUDIENCES AROUND THE WORLD ARE CAPTIVATED BY THIS MERCE BATTLE. IT'S NO SECRET WHO HAS BEEN THE CROWD FAVORITE. YET THIS EPIC FIGHT GOES FAR BEYOND TRUSTED STANDARDS BY ANY RATIONAL MEASURE. WILL THIS SAVAGE OVERSIZED CHIMP TERRORIZE THE NATION UNABATED? THIS MAY JUST BE THE CALM BEFORE THE STORM.

WRITER & ARTIST **JOHNNY SAMPSON**



**WHAT  
SEQUEL HAS  
PEOPLE ON  
THE EDGE OF  
THEIR SEATS?**

**SWIPE FROM B TO A TO FOLD**

**A**

**B**



**A**

**B**



**A  
SECOND  
TRUMP  
TERM.**

**A**

**B**



# THE FOUR HORSEMEN OF THE METROPOLIS



WRITER FRANK JACOBS ARTIST JACK THURSTON

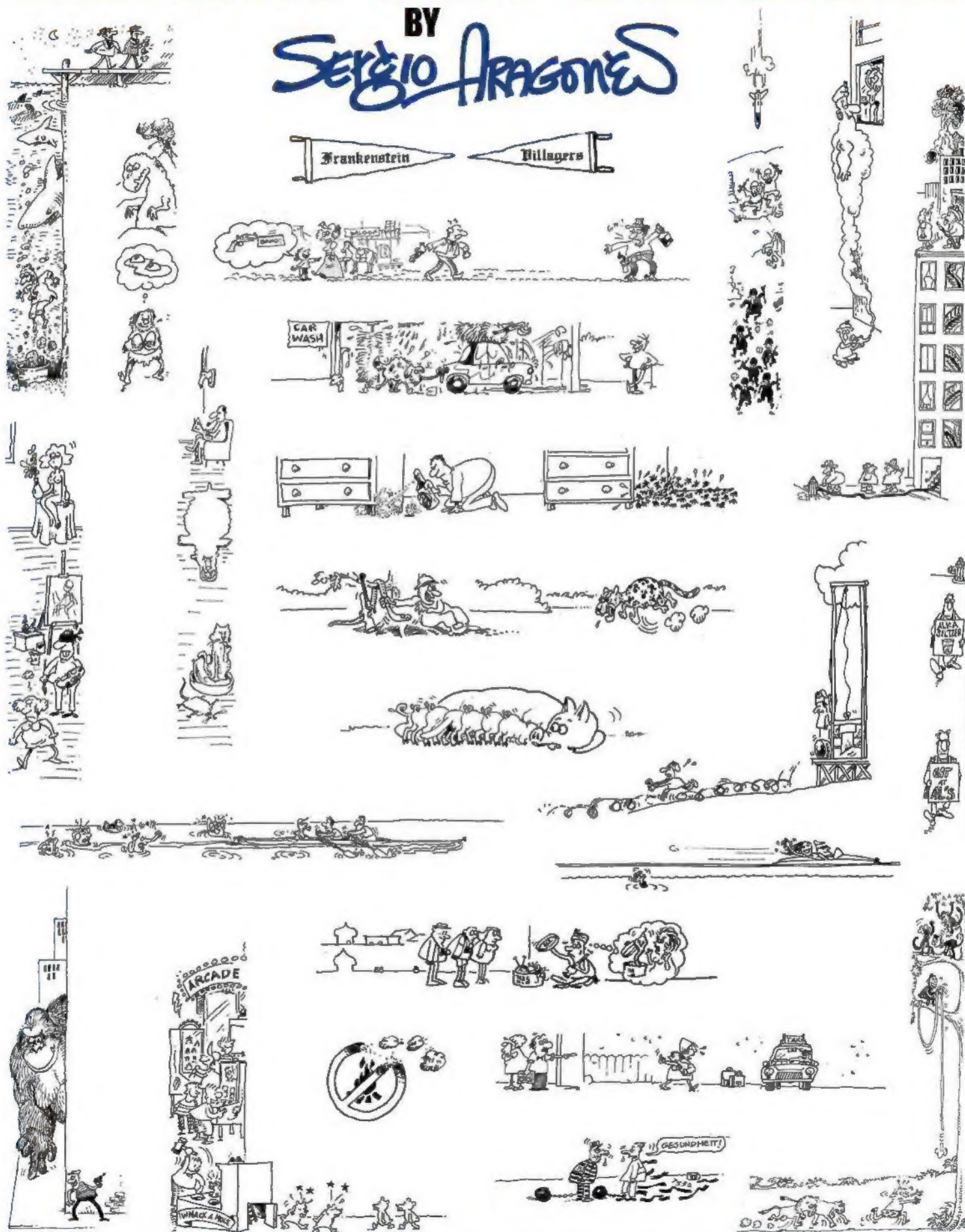
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# DRAWN OUT DRAMAS

BY

BY  
**SERGIO ARAGONÉS**



# MAD

IT'S ONLY A  
MAGAZINE...IT'S ONLY A  
MAGAZINE...IT'S ONLY A MAGAZINE...  
IT'S ONLY A MAGAZINE...IT'S ONLY  
A MAGAZINE...IT'S ONLY A  
MAGAZINE...

